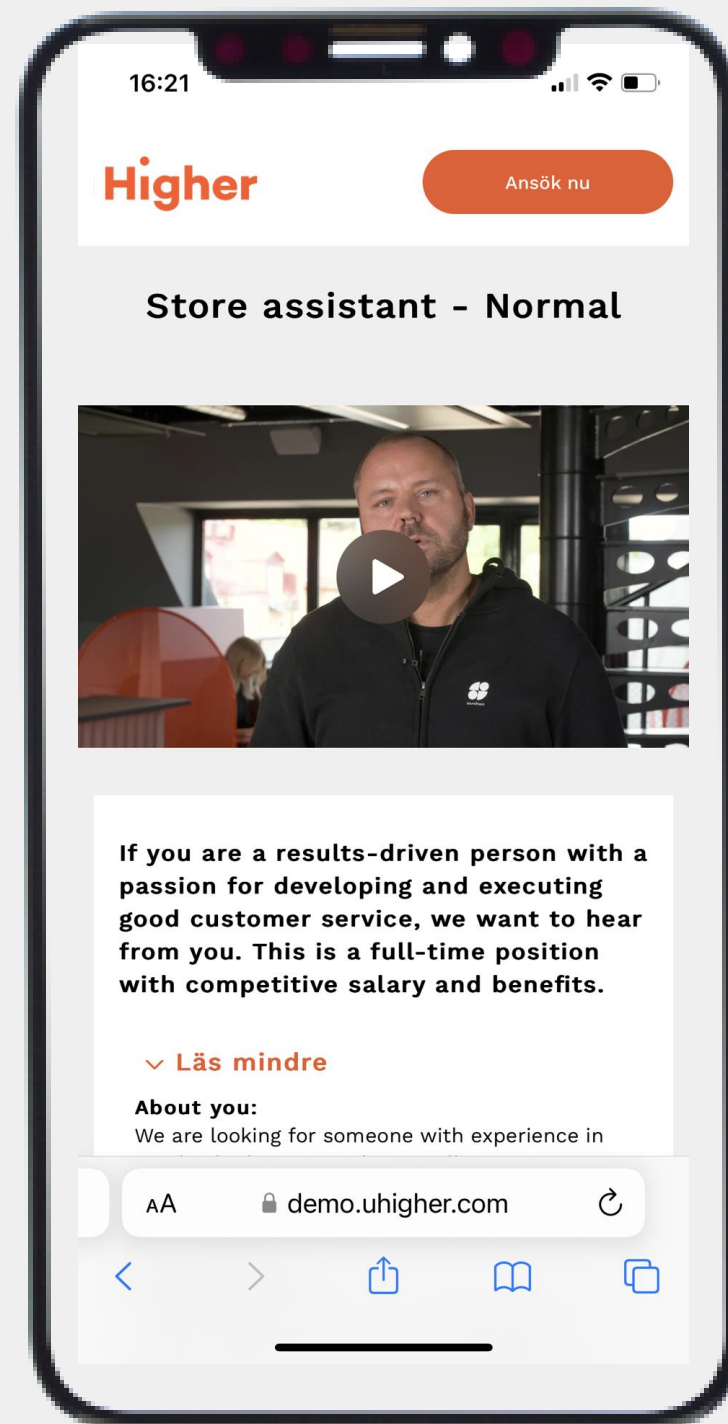


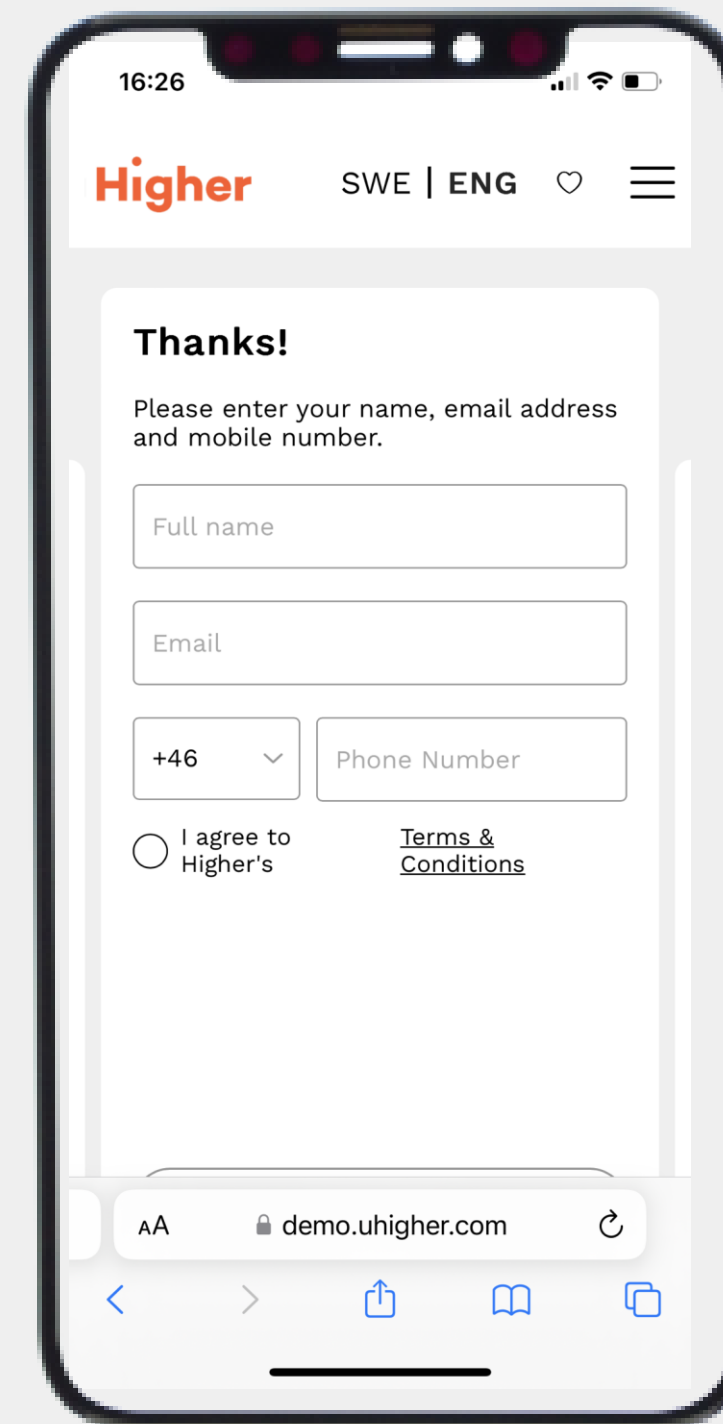
Higher

How to get started - HIGHER



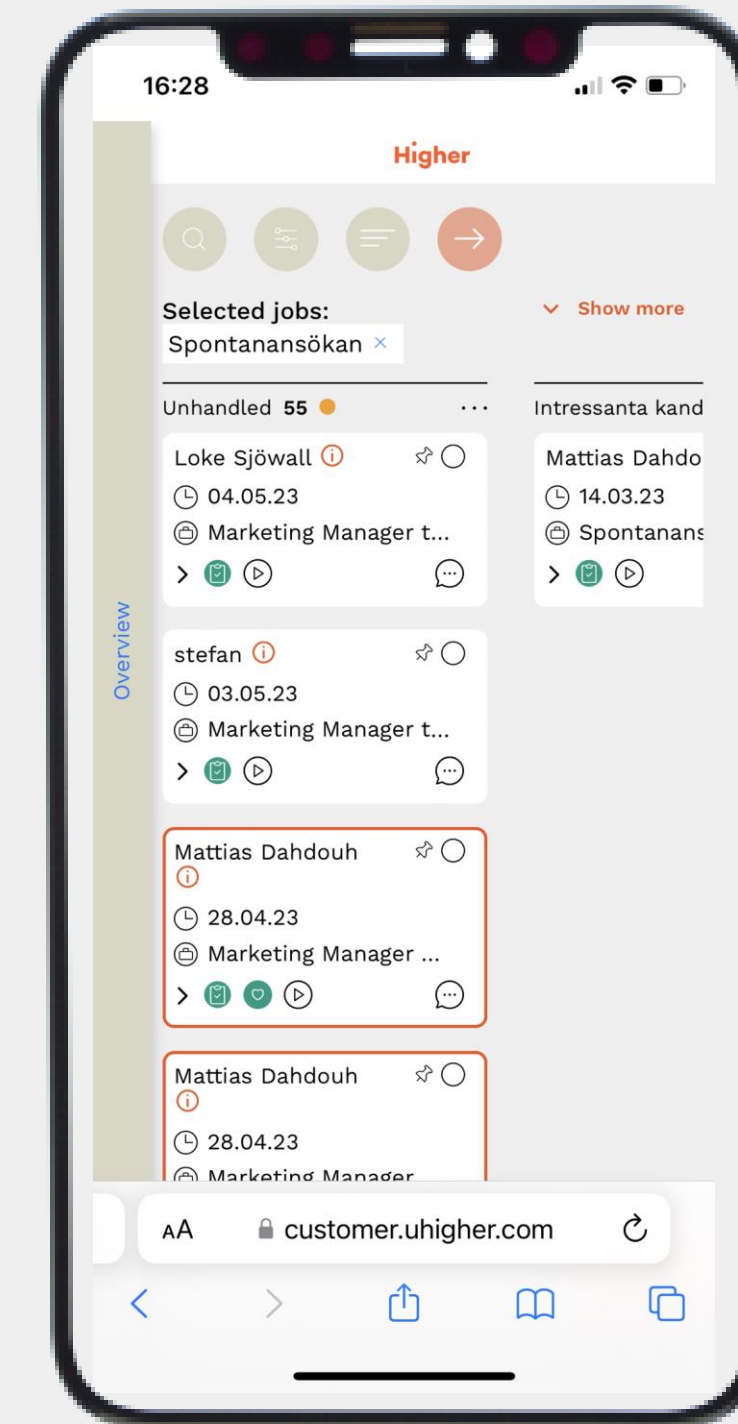
ATTRACT

We are where the candidates are, in a more playful, attractive format.



CONVERT

We make it easy for candidates to apply



SELECT

The tool does most of the selection for you.

HIGHER ACADEMY

Menu – Settings – Support & Feedback

We've gathered everything you need to get started with Higher on Higher Academy.

Here you will find our guides & knowledge base/FAQ where you can search for information and video instructions:

Knowledge Base/FAQ | forum.higher.nu/faq

Username: ***academy@higher.nu***

Password: ***Higher@academy***

Higher Academy | info.higher.nu/higher-academy

Password: **Higher@academy**

Higher



Log in to Higher

Go to our website
<https://higher.nu/en/>

Click on *Log-in*. This will take you to the customer portal.

Use your credentials to log-in.

Don't forget to bookmark this page.

New users receive an email with a link to log in.

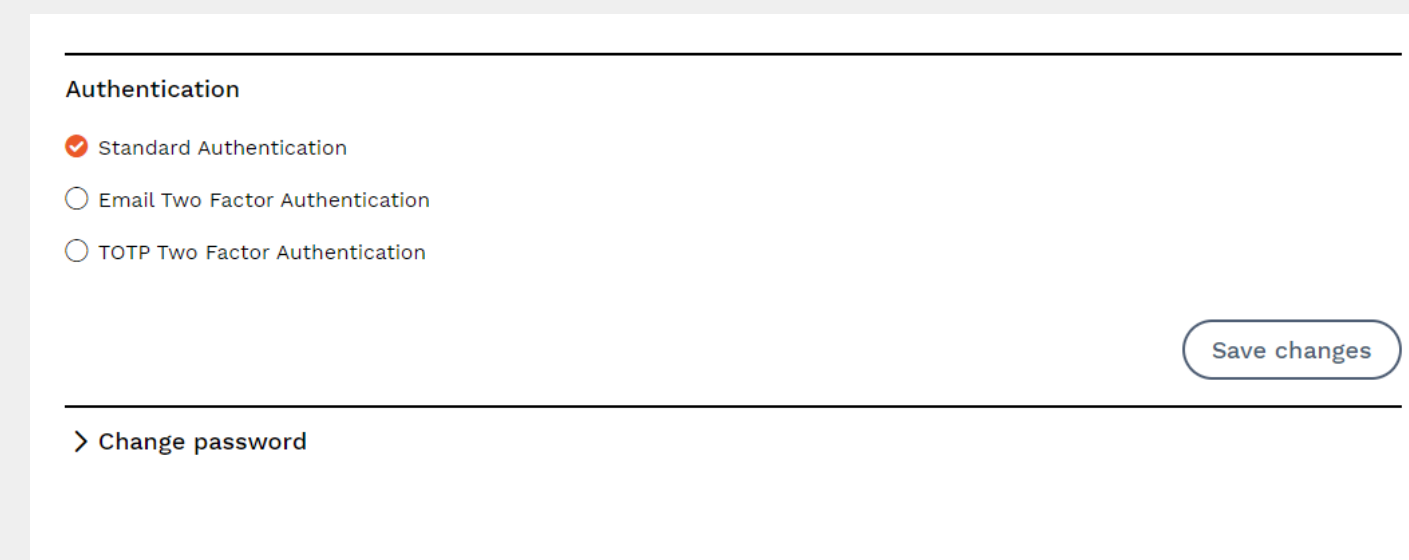
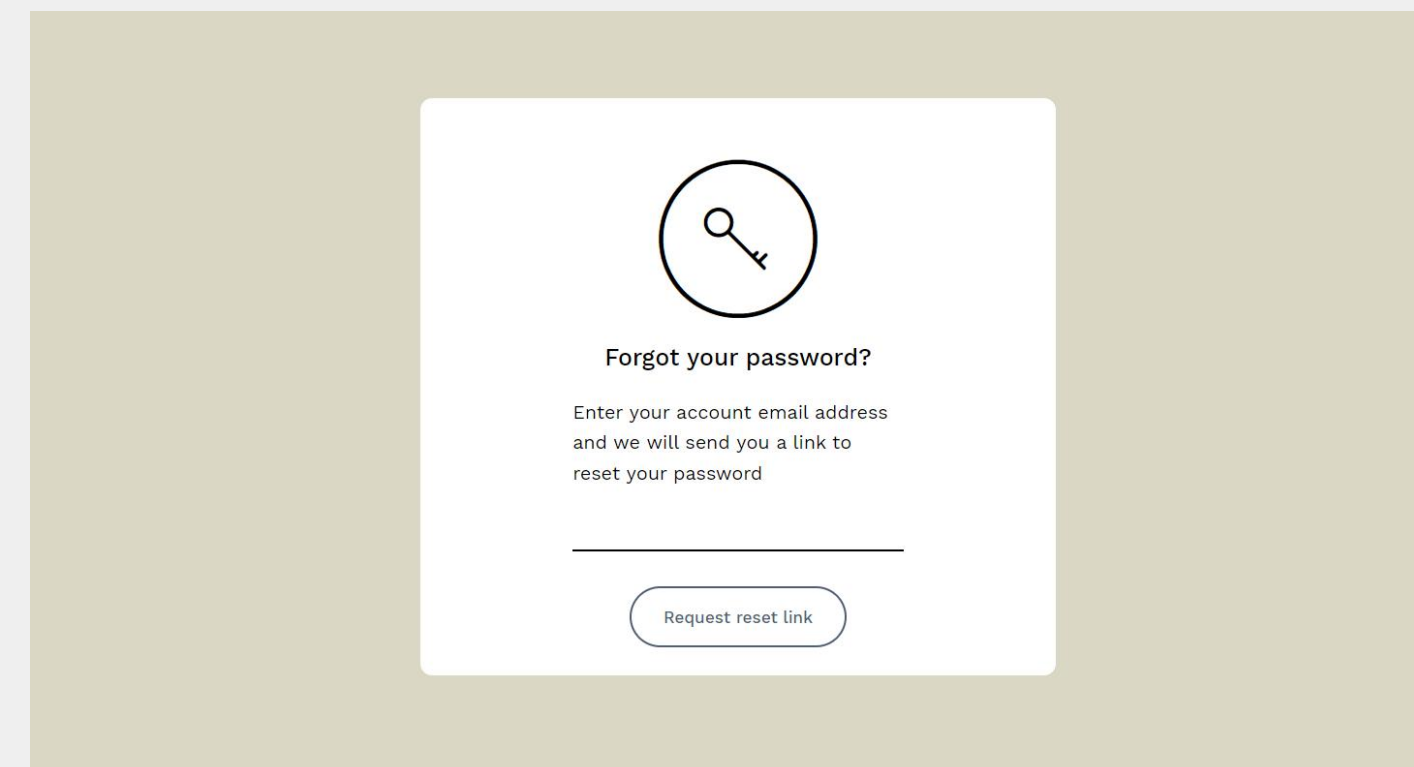


RESET PASSWORD

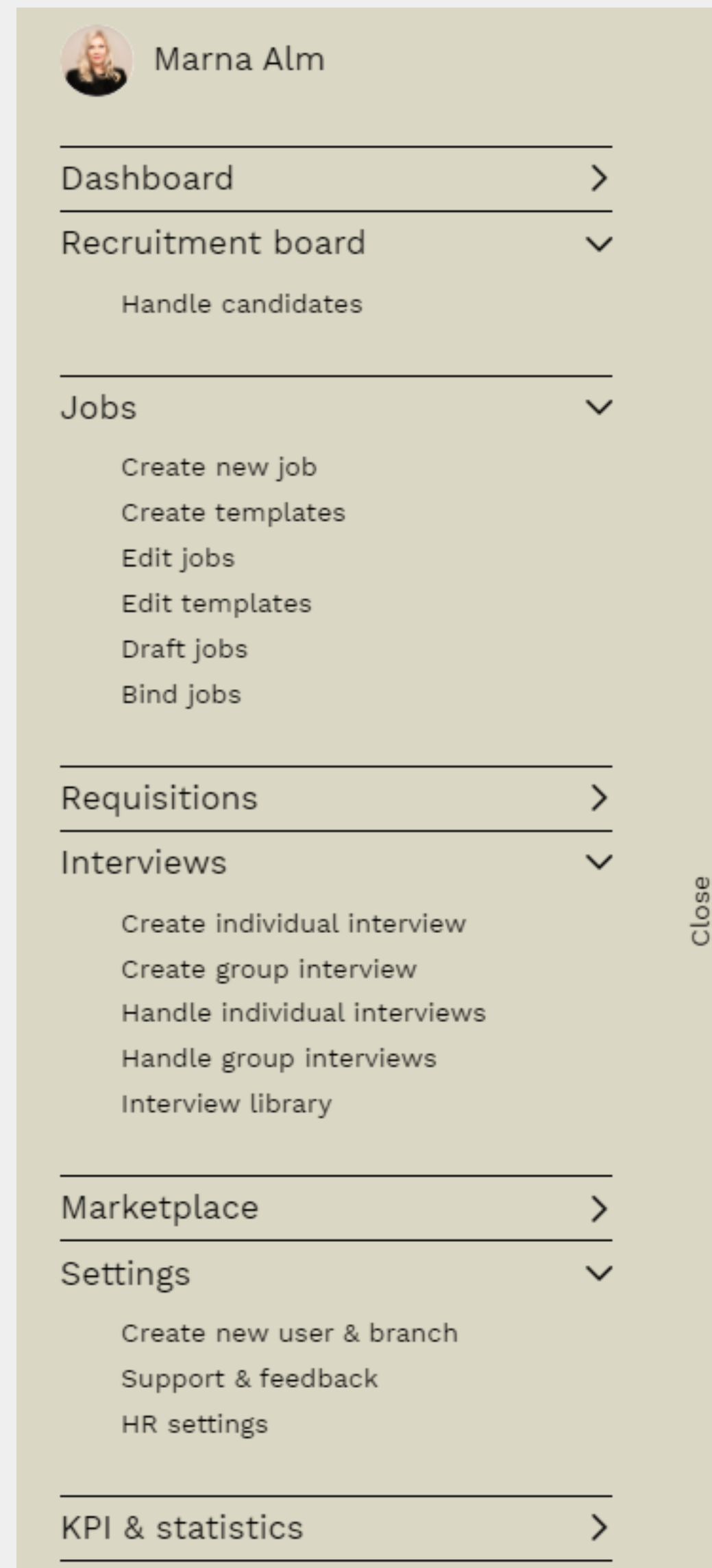
If you were to forget your password, or cannot log in before the link expires, you can click "*Forgotten Password*" and enter your e-mail address. We will send you a link to reset your password.

Tips for extra security

To protect your account in the best possible way, we recommend that you enable two-factor authentication. After logging in, you can activate it under your user profile settings.



MENU



- ➔ Dashboard-Your personal overview and messages.
- ➔ Recruitment board & all the jobs you have access to.
- ➔ Create new job ads & templates for job ads/e-mail/sms
Edit job ads & templates, access saved drafts and bind jobs.
- ➔ Requisitions
- ➔ Interviews: Book & manage video interviews in Higher
- ➔ Marketplace can help you with staffing or recruitment.
As a Higher customer you get 20% discount on Next u services.
- ➔ Settings, user profile, Support & feedback.
HR-authorized users can add new users & branches, build career sites & customize the Recruitment board through HR settings.
- ➔ KPI & statistics gives valuable insight into your recruitment.
See how much time you're saving using knock-out questions, where your candidates come from, and other valuable metrics.

DASHBOARD

Your personal overview

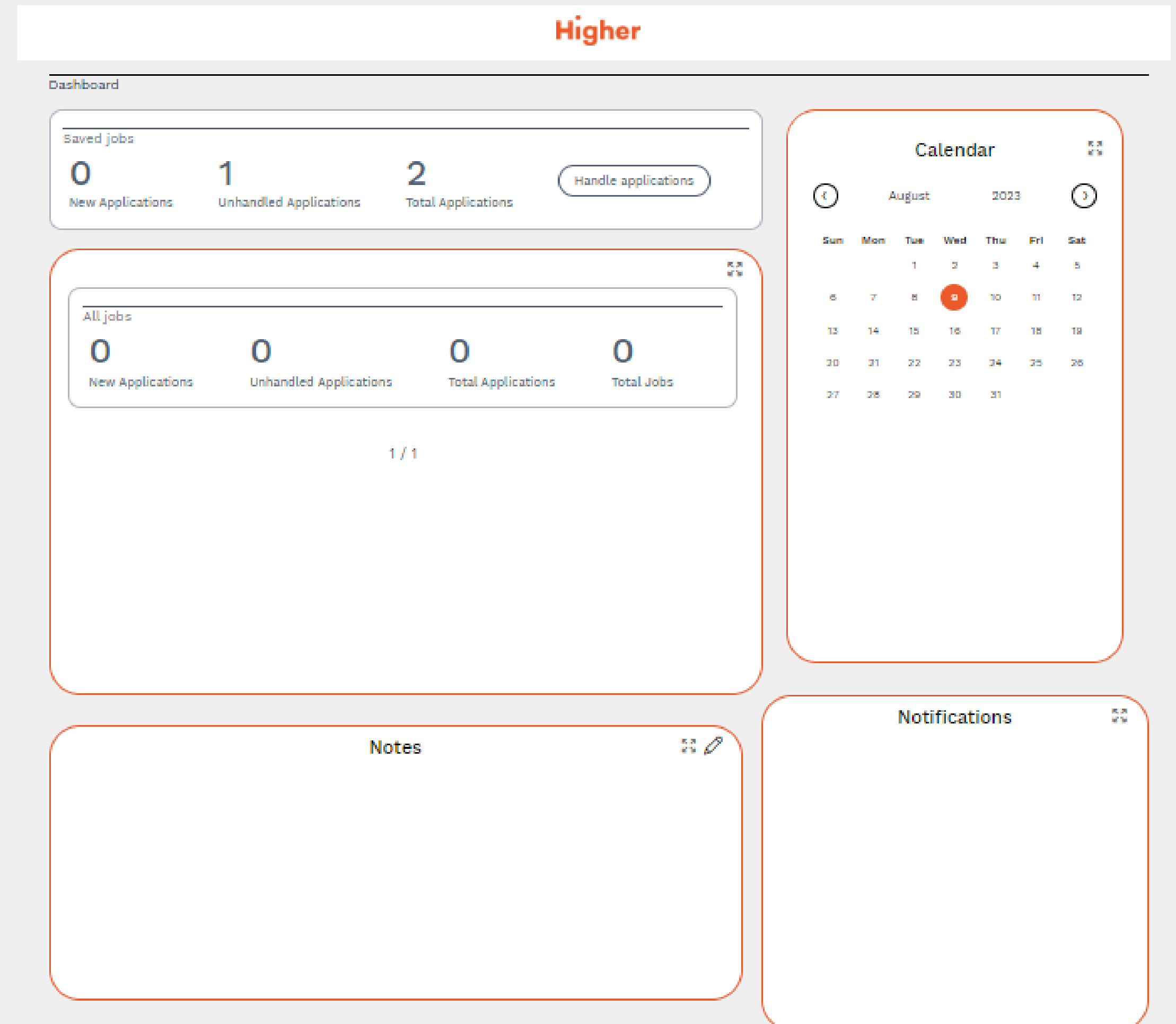
Open applications (for HR or those with granted permission).

All jobs you have published and are responsible for will be visible in your dashboard as long as they are active. You will find all the jobs you have access to under the recruitment board – handle candidates.

Calendar. Book & manage your video interviews

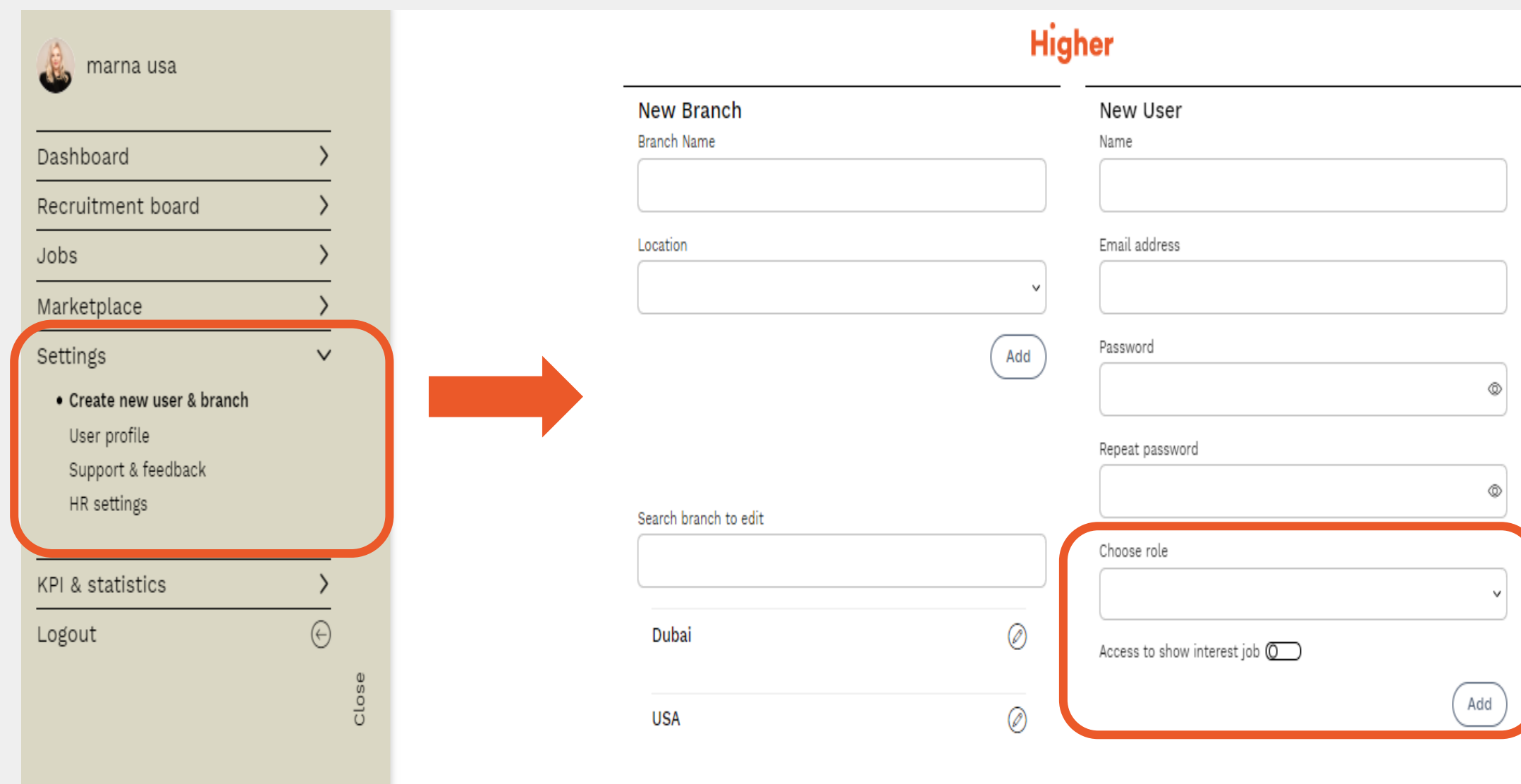
Notes, this is intended to be used as a post-it note so that you can keep track of everything about the recruitment and store it in one place. This module is personal and only you can see your notes.

Notifications are stored here and show when you've been tagged in a comment, a candidate has responded to your email, or uploaded a requested document.



CREATE A NEW USER & BRANCH

Menu -> Settings -> Create new user & branch



You can add branches, i.e. departments or similar, and connect to new users in the system.

HR: Full access to the system.

Recruiter: Access to one branch and publishing job ads from templates.

Regional Manager: Access to several branches and access to creating e-mail & SMS templates.

HR can grant new users access to open applicants.

CREATE YOUR NEW JOB AD IN HIGHER

Menu -> Jobs -> Create new job

The screenshot shows the 'Add Job information' form in the Higher system. It includes the following fields and options:

- 1** **Manage job triggers** button (highlighted in orange)
- Job title** text input field
- Category**, **Branch**, and **Location** dropdown menus
- Time extent** dropdown menu
- Last application date** text input field with placeholder 'DD.MM.YYYY'
- Responsible person** dropdown menu
- Type of employment (optional)**, **Work location (optional)**, and **Hide job from (optional)** dropdown menus
- 2** **Linkedin profile (optional)** dropdown menu (highlighted in orange)
- 3** **Save job as template**, **Show contact details in ad**, **Email notice of new applications**, and **Set an anonymous application flow for this job ad** radio button options (highlighted in orange)
- Choose Language** section with **English** and **Swedish** radio buttons (Swedish is selected)
- Cancel**, **Save draft**, and **Next** buttons (highlighted in orange)

Fill in the required information

- 1** You can choose to configure triggers (send automated e-mails/SMS) for this specific job by clicking on Manage job triggers.
- 2** You can request candidates LinkedIn profile in the application process.
- 3** Mark orange if you wish to:
 - Save job as template
 - Show contact details in ad
 - Email notice of new applicants
 - Set an anonymous flow for this job

CREATE A NEW JOB AD

Menu -> Jobs -> Create new job

Upload image/ video.

You also have the opportunity to record a video direct from your device.

Paste in your job description with the requirements for the job.

Social media content should contain basic requirements for the job as well as description of the process:

No documents needed - makes it possible to apply directly from your mobile!



1 2 3

Add Job description

You need to add either a video or image to move to next step

Upload image/video

Drag and drop your image/video or

Record Upload file From library

Job description

Insert text here

B I U 13px Normal

Social media content

Insert text here

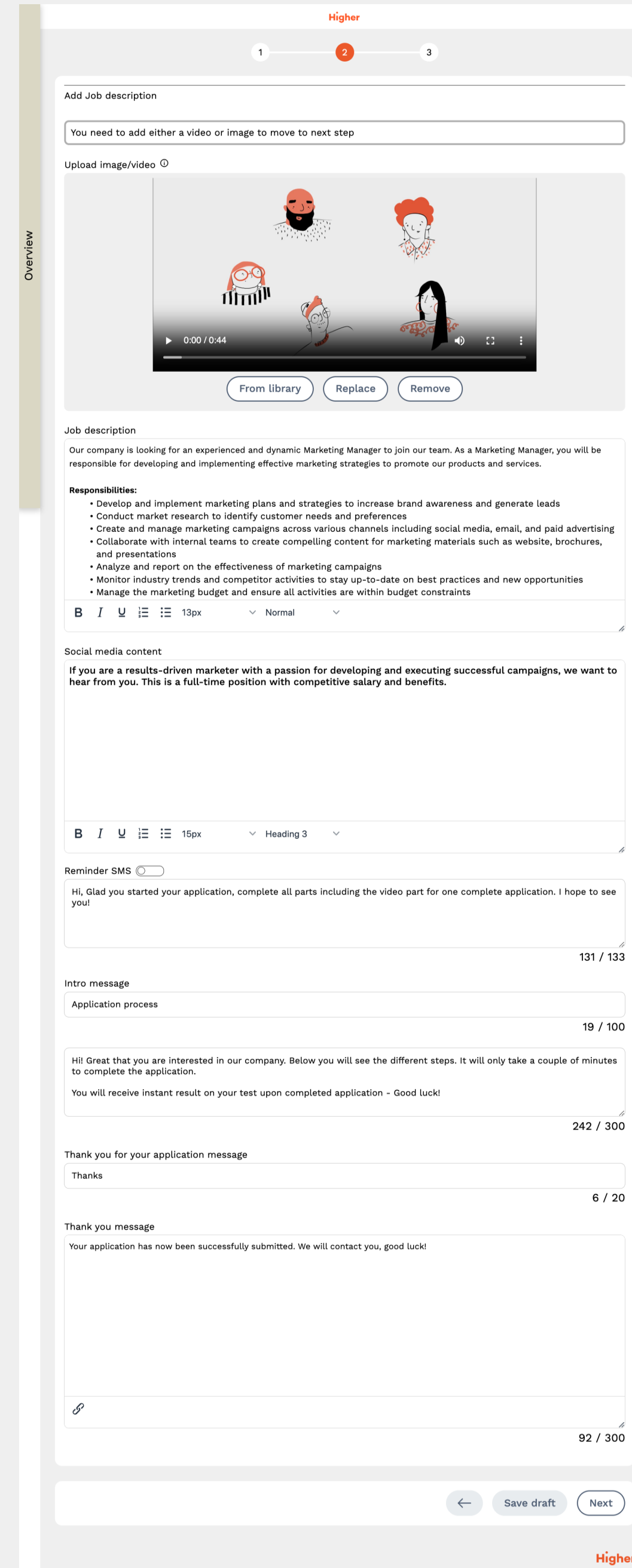
B I U 13px Normal

CREATE A NEW JOB AD

Menu -> Jobs -> Create new job

Some fields are already pre-filled with text. It is possible to adjust the text if you want it more personalized. Click on “next” to get to the next step.

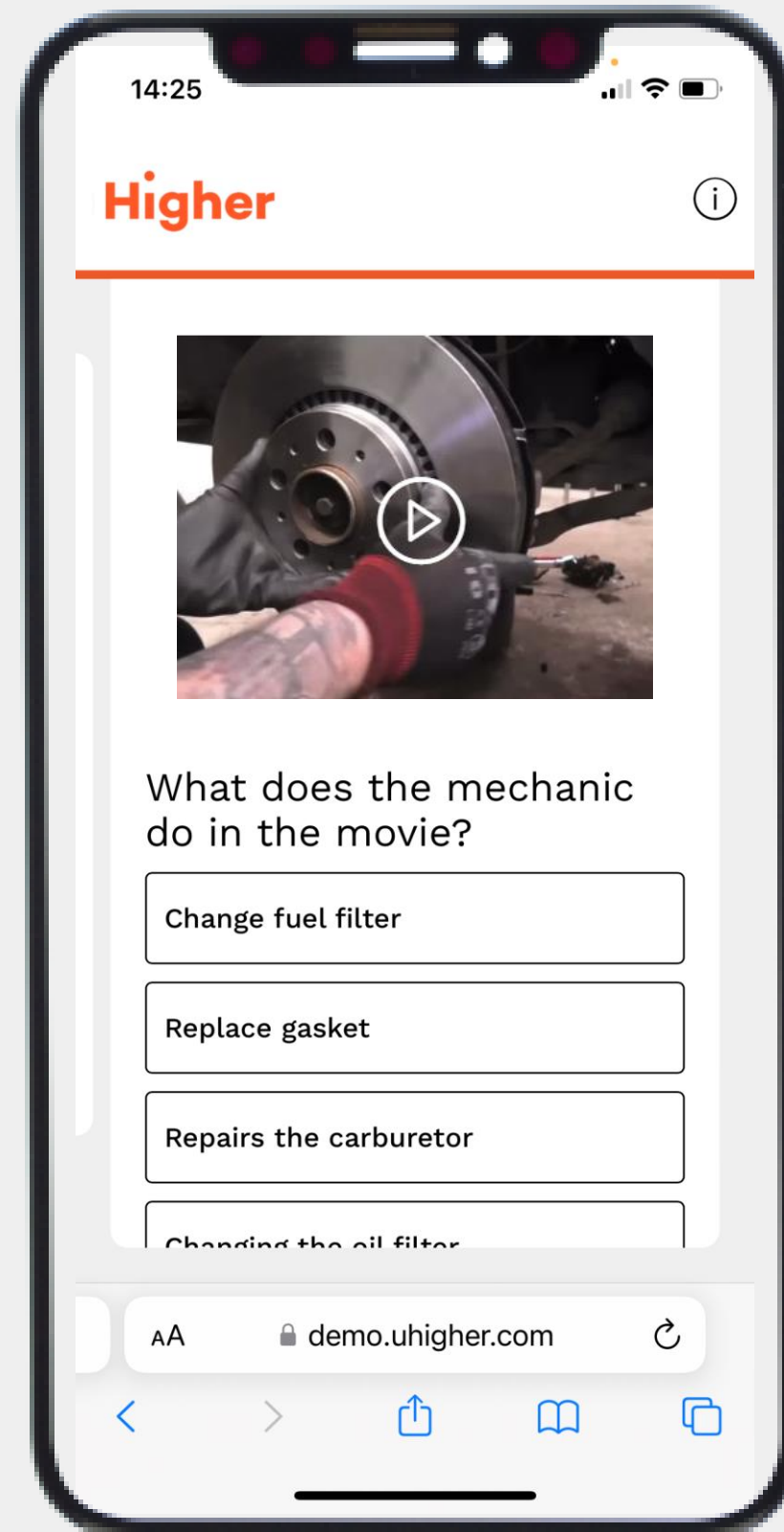
- *Reminder SMS (SMS will be sent to candidates after 60min if they haven't completed the application)*
- *Intro message*
- *Thank you for your application message*
- *Thank you message*



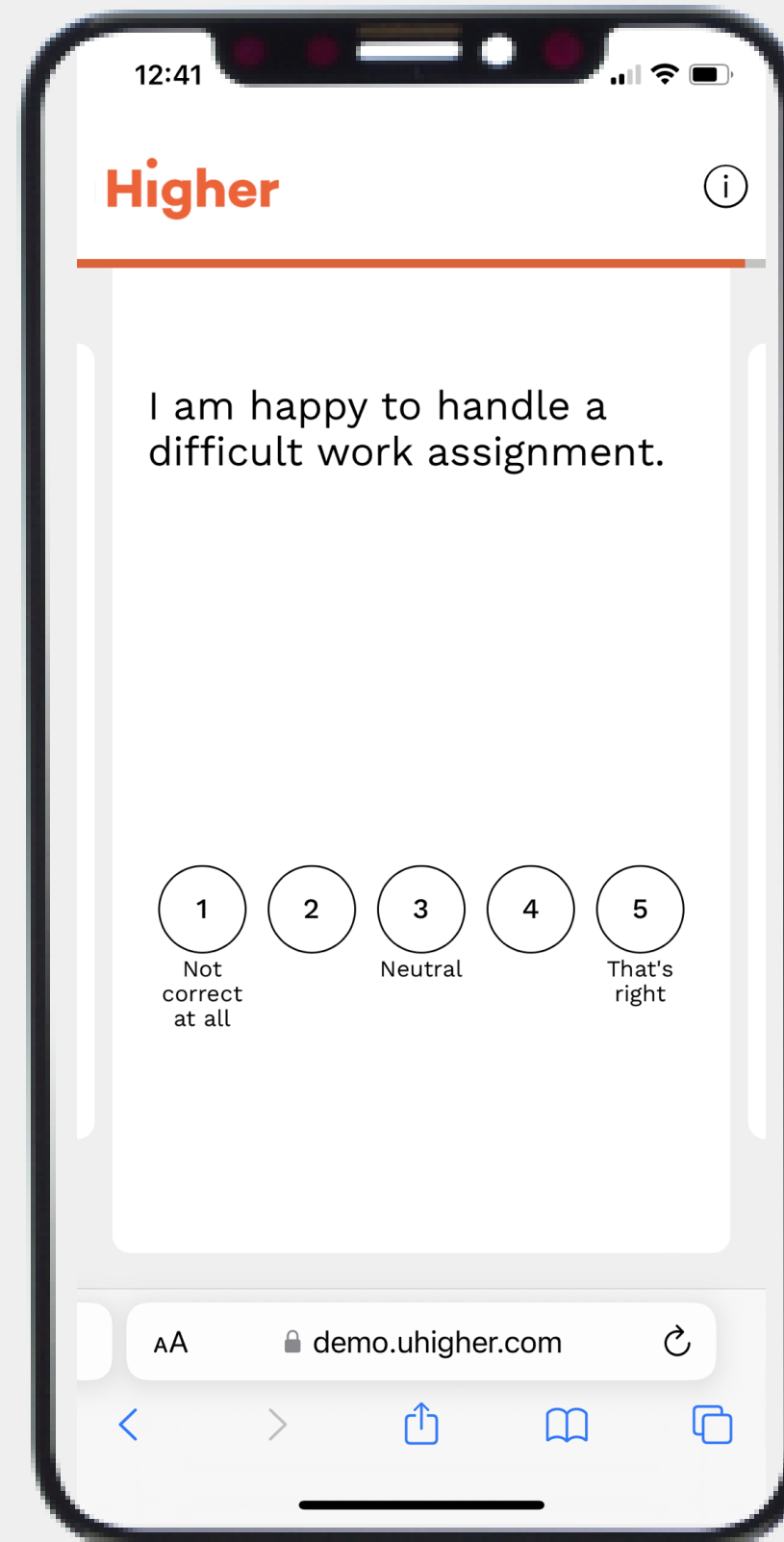
KNOCK OUT Q'S



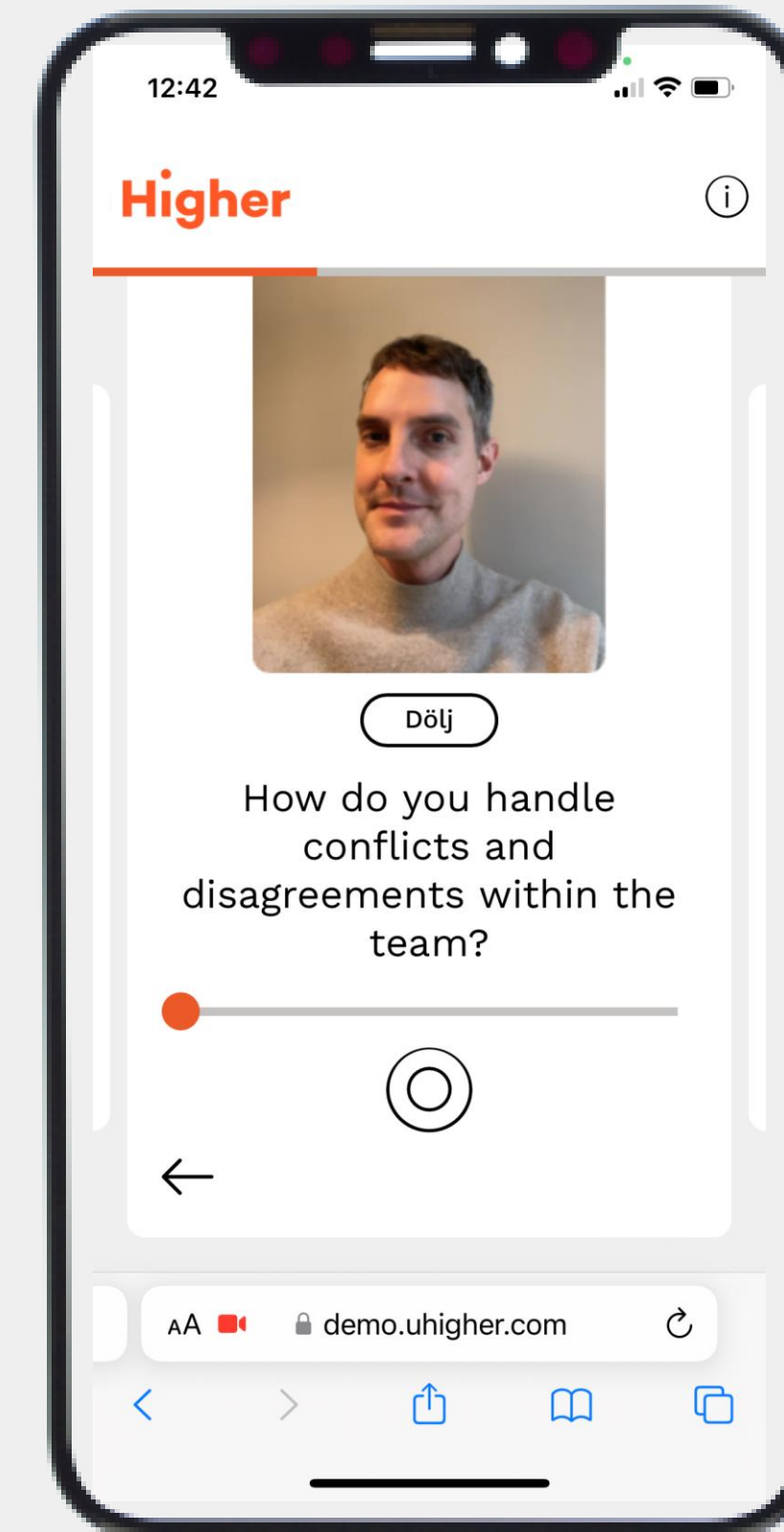
SKILLS



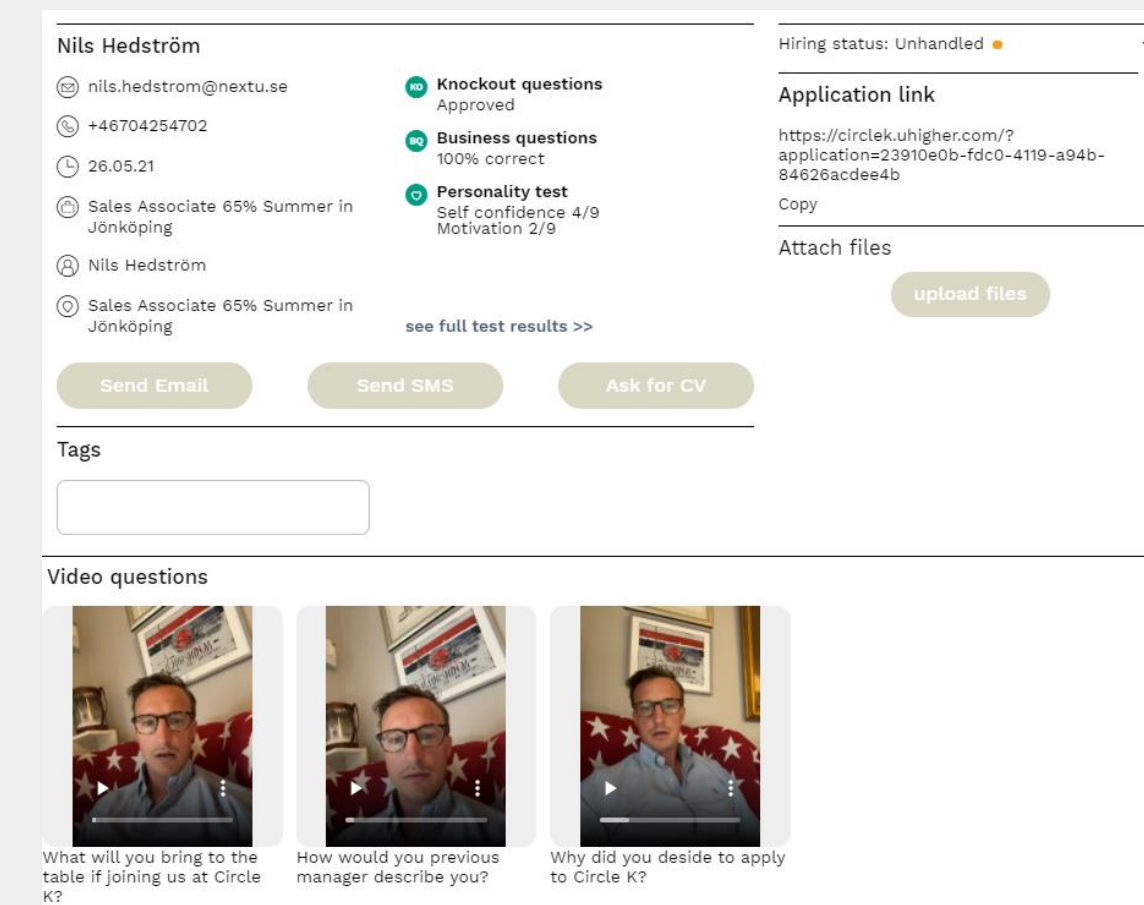
TESTS



VIDEOS



CANDIDATE OVERVIEW



Higher ensure candidates to complete the whole application process in their mobiles.

Through competence-based questions, psychological tests and virtual presentations, we have created a mobile recruitment tool that provides a more comprehensive and qualitative representation of applicants.

Higher is a scalable tool that increases speed, efficiency and accuracy for employers.



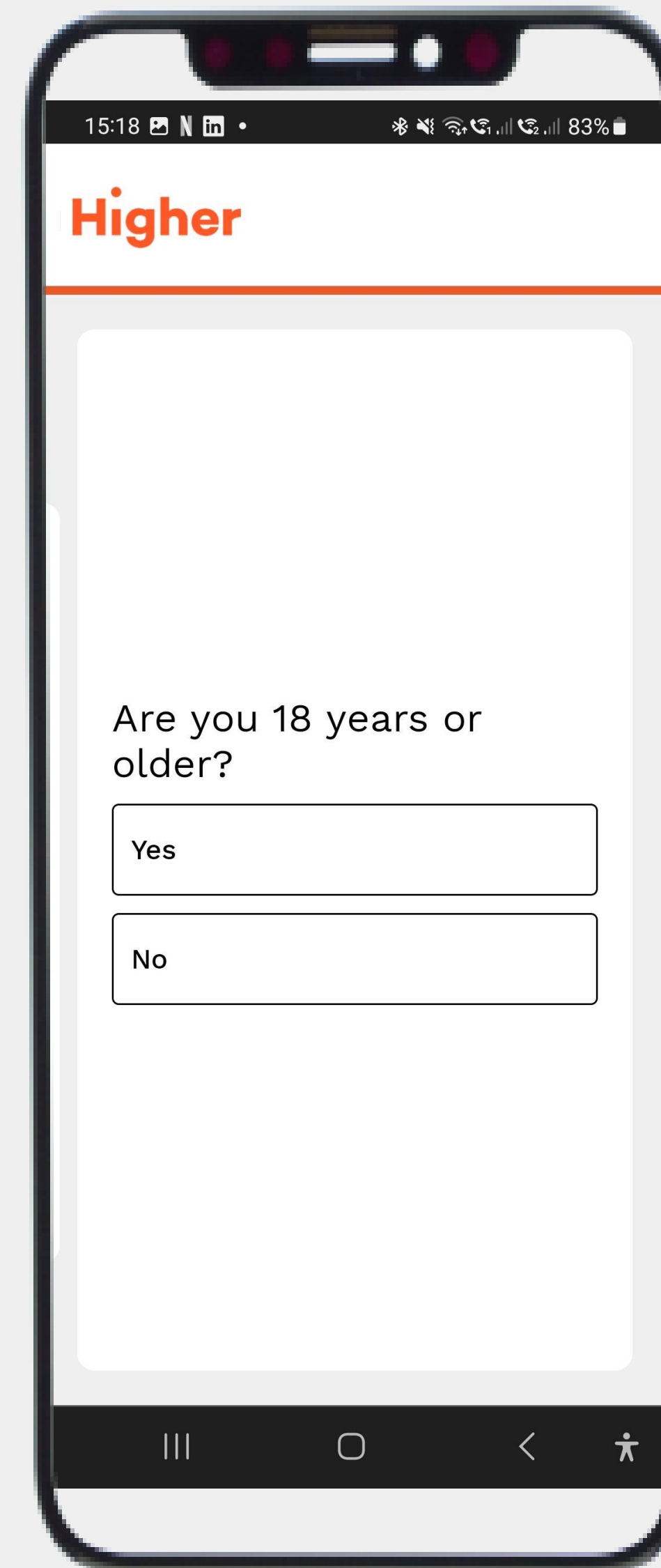
Knock-out questions

You can ask a maximum of 3 knock-out questions and this step occurs before the actual registration process. These questions help you to sort out candidates who do not meet the mandatory requirements. If a candidate does not meet these requirements, they will be automatically rejected before they can register. You can find the KPI (Key Performance Indicator) for how many candidates have been rejected within Higher under the KPI tab.

Please note that the requirements are the competencies/licenses/education that the candidate cannot be without in order to perform the job.

Examples of questions to ask are:

- *Are you over 18 years old?*
- *Do you have a driver's license?*
- *Do you have an education or relevant experience in xx?*



SKILLS QUESTIONS

Depending on whether you want to use the psychological test in the application process or not, the number of questions to be used may vary. To ensure competence based on the job requirements, you should ask between 10-15 questions. If you want to build your own questions instead of using the psychological test, you can use all 30 questions.

Skills and experience questions

Here you ensure that you map the right competencies based on the job ad or requirement profile that forms the basis of the recruitment. You'd ask questions about experience, knowledge, education, industry experience, and specific systems

- *What is your level of education?*
- *How much experience do you have in/of XX?*

Factual questions

Here you collect concrete and practical information that you want to know about the candidate

- *What is your period of notice?*
- *Can you work evenings and weekends?*

Attitude/Motivation questions

Used to ensure that the candidate will be long-term in the workplace.

- *What is most important to you at a workplace?*
- *What do you want your line manager to be like?*
- *What drives you in your role as XX?*

Situational questions

Ask questions about typical situations that may arise in the service, such as prioritization or conflict resolution.

- *How do you act when XX?*
- *This, this, and this happens, in what order do you prioritize/act?*

We prefer that you:

- Have post-secondary education or work experience in a relevant technical field
- Have at least one year of experience in technical support
- Have previously worked in a case management system
- Express yourself well in both spoken and written Swedish and English
- Can start immediately
- Enjoy working in a team but can also work independently.






You will be working with:

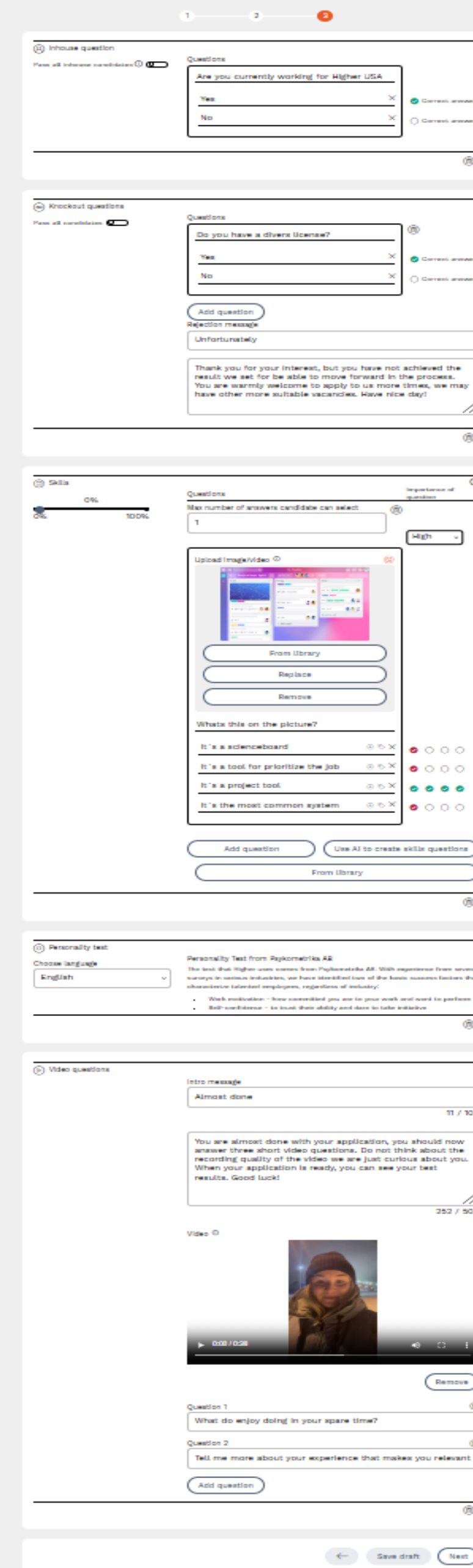
- B2B Support
- Prioritizing and resolving incoming cases
- Supporting business dialogues with customers
- Integrations with customers
- Close contact with customers.

CREATE A NEW JOB AD

Menu -> Jobs -> Create new job

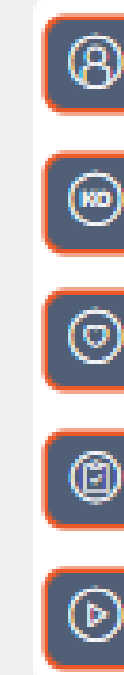
In this step, you choose which modules you want to include in your job ad by ticking the boxes in the upper right corner:

-  ➤ Inhouse questions
-  ➤ Knock-out questions (up to 3)
-  ➤ Skills questions (up to 30)
-  ➤ Personality test (32 pre-set questions)
-  ➤ Video questions (up to 3)



The screenshot displays the 'Create new job' interface with several question modules:

- Inhouse question:** A question 'Are you currently working for Higher USA?' with 'Yes' and 'No' options, each marked as a correct answer.
- Knockout questions:** A question 'Do you have a drivers license?' with 'Yes' and 'No' options, each marked as a correct answer. Below it is a 'Selection message' field containing 'Unfortunately' and a thank-you message for not meeting the criteria.
- Skills:** A question 'Max number of answers candidate can select' with a value of '1' and a 'High' importance level. It includes an 'Upload image/video' section with a 'From library' button and a 'Replace' button. Below is a 'What's this on the picture?' section with four options: 'It's a scienceboard', 'It's a tool for prioritize the job', 'It's a project tool', and 'It's the most common system', each with a radio button and a 'Correct answer' checkbox.
- Personality test:** A section titled 'Personality test from Psychometric AB' with a 'Choose language' dropdown set to 'English' and a description of the test.
- Video questions:** An 'Intro message' field with 'Almost done' and a '11 / 100' character count. Below is a video player showing a person's face, with a 'Remove' button. Two questions are listed: 'Question 1: What do you enjoy doing in your spare time?' and 'Question 2: Tell me more about your experience that makes you relevant'.



CREATE A NEW JOB AD

- 1 In-house question identifies in-house candidates.
- 2 Knock-out questions ensure that candidates have the basic requirements, if the answer is incorrect they will be automatically rejected. You will see the number of knock-out candidates in ***KPI & Statistics***.
- 3 Skills questions should reflect what you are looking for in a resume and the requirement profile.
- 4 It is possible to set a threshold in the ad, i.e. candidates with a lower test result than the selected threshold are automatically declined with a thank you message in the system.
- 5 You choose the grading of the answers to your questions from incorrect to most desirable.

Higher

The image displays three screenshots of a job ad creation interface, each with a numbered callout (1, 2, 3, 4, 5) indicating a specific feature:

- 1 In-house question:** A screenshot showing a question "Are you currently working for Higher USA?" with "Yes" and "No" options. The "Yes" option is marked as the "Correct answer".
- 2 Knockout question:** A screenshot showing a question "Do you have a drivers license?" with "Yes" and "No" options. Below the question, there is a "Rejection message" field containing a thank you message: "Thank you for your interest, but you have not achieved the result we set for be able to move forward in the process. You are warmly welcome to apply to us more times, we may have other more suitable vacancies. Have nice day!".
- 3 Skills question:** A screenshot showing a "Skills" section with a progress bar from 0% to 100%. Below it, there is a "Max number of answers candidate can select" field set to "1".
- 4 Upload Image/Video:** A screenshot showing an "Upload Image/Video" section with a "From library" button and a "Replace" button. Below it, there is a "What's this on the picture?" question with four options: "It's a scienceboard", "It's a tool for prioritize the job", "It's a project tool", and "It's the most common system".
- 5 Grading of answers:** A small screenshot showing a "Grading of answers" section with four options: "Correct answer", "Low desirable", "Desirable", and "Most desirable".

CREATE QUESTIONS USING AI

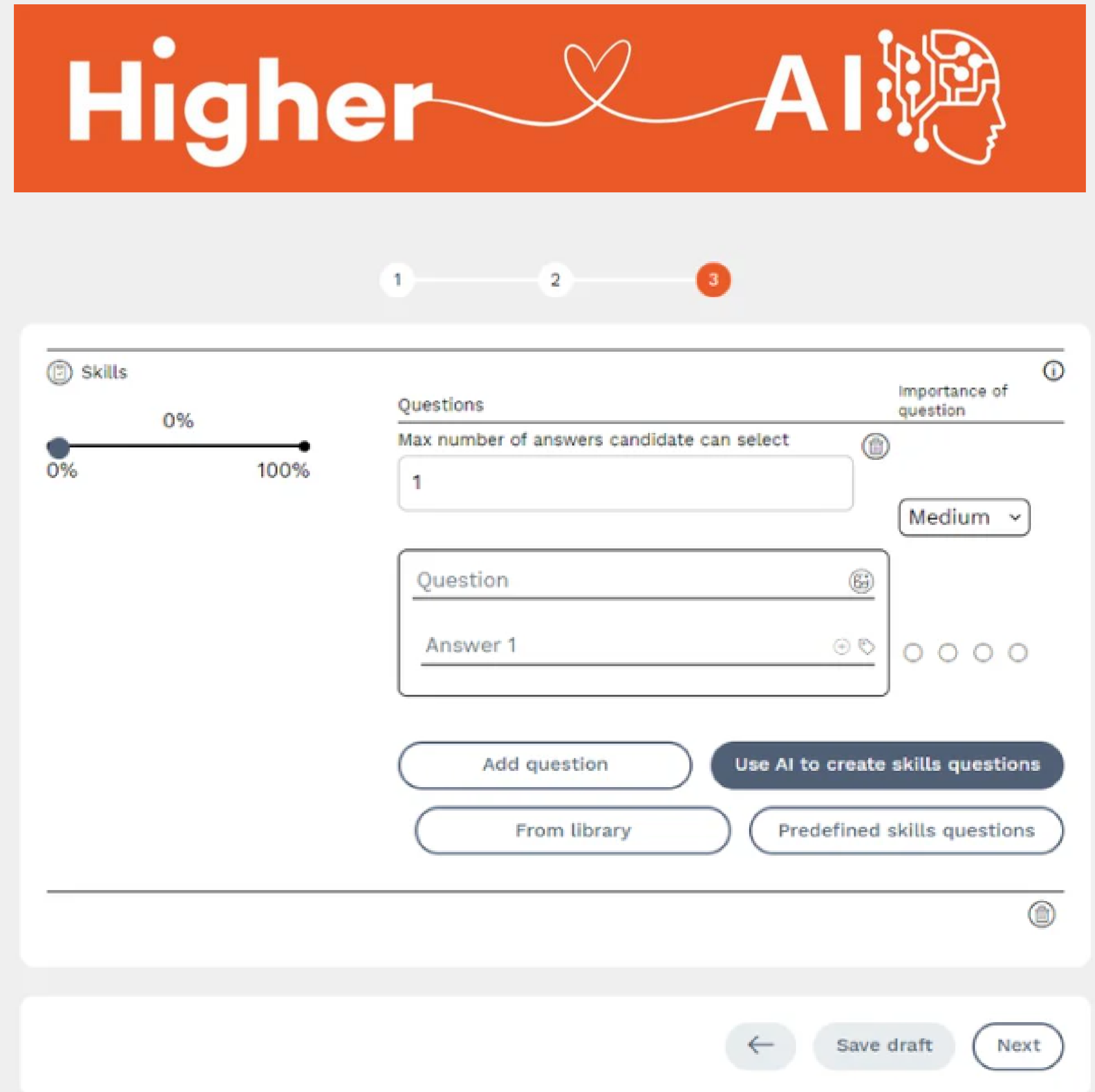
In Higher it's possible to create Skills questions with the help of AI. The AI will create questions based on the following rules, parameters and conditions.

- Job title
- Job description
- Keywords

AI will generate between 5-15 questions and once generated, you can't regenerate new questions for that specific job or template. All generated questions that you use, will be saved in the library in case you want to re-use previously generated questions.

AI will generate questions in the language you use when you create your ad.

[You can read more about AI questions here](#)



The screenshot shows the 'Higher AI' interface for creating skills questions. At the top, there's a navigation bar with 'Higher' and 'AI' (with a brain icon) on an orange background. Below it, a progress indicator shows three steps, with step 3 highlighted in red. The main interface is divided into sections:

- Skills:** A progress bar at 0%.
- Questions:** A section for configuring questions, including:
 - Max number of answers candidate can select:** A text input field containing '1'.
 - Importance of question:** A dropdown menu set to 'Medium'.
 - Question:** A text input field.
 - Answer 1:** A text input field.
- Buttons:** 'Add question', 'Use AI to create skills questions' (highlighted in dark blue), 'From library', and 'Predefined skills questions'.

At the bottom, there are navigation buttons: a back arrow, 'Save draft', and 'Next'.

GREAT OPPORTUNITIES FOR VARIATION IN YOUR QUESTIONS IN THE SKILLS MODULE:

1

Weight your questions & answer options according to the skills you are looking for in your ad.

2

Ask questions with multiple-answer options.

3

Record or upload a video in question directly from your mobile.

4

Tag answer options to easily search & sort candidates.

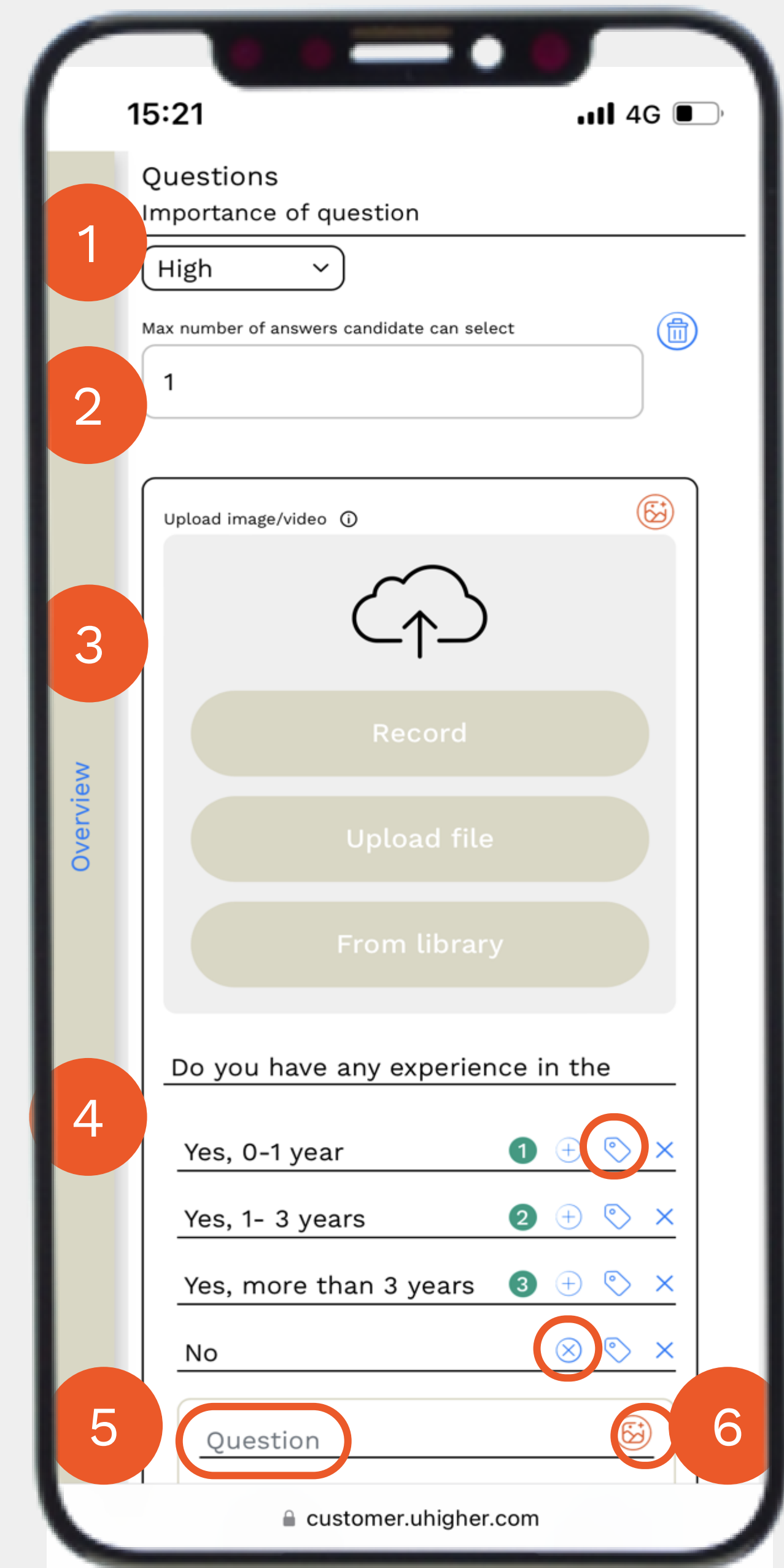
5

Ask follow-up questions.

6

Insert a picture to test competence.

If you need help with writing an ad, keyword optimization, or advice on different platforms to publish your ad - don't hesitate to get in touch at support@higher.nu



Weight your questions & answer options according to the skills you are looking for in your ad.

In Higher you have the possibility to weigh your question, as high, medium or low importance.

You must weigh the answers, there must be at least one answer that is most desirable.

The screenshot displays the 'Questions' configuration page in the Higher platform. It includes a 'Max number of answers candidate can select' input field set to '1' and an 'Importance of question' dropdown menu set to 'High'. A table of answer options is shown with corresponding weighting checkboxes. A 'Level details' panel on the right shows the weighting for each answer option across four levels: Incorrect, Less desirable, Desirable, and Most desirable.

Question	Importance
Do you have any experience in the	High
Yes, 0-1 year	Most desirable
Yes, 1- 3 years	Desirable
Yes, more than 3 years	Less desirable
No	Incorrect

Level details

Level	Incorrect	Less desirable	Desirable	Most desirable
Incorrect	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less desirable	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desirable	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Most desirable	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

How To Utilize Tags With Response Options

In Higher you can tag answers which allows you to sort candidates by how they have answered a certain question.

This makes it possible to use the tags to search for the candidates in the recruitment board based on the answers they give, i.e. if you need to know which candidates can start right away.

You can see the tags on the candidate card, and you can add or remove tags manually.

[You can read more about tags here](#)

The screenshot displays two parts of the Higher recruitment system interface. The top part shows the configuration for a question titled "When can you start?". It includes a dropdown for "Max number of answers candidate can select" set to 1, and a dropdown for "Importance of question" set to Medium. Below this, the question "When can you start?" is shown with four response options: "Immediately", "Within 1 month", "Within 2 month", and "Within 3 month". Each option has a tag icon and a set of four radio buttons. The "1 month" option is highlighted with a red box, and its tag icon is also highlighted. The bottom part of the screenshot shows a candidate card for "Johan Dahdouh". It includes contact information (email: johan.dahdouh@nextu.se, phone: +46763383770), a LinkedIn profile (N/A), and a date (20.12.22). The candidate is currently a "Program Manager to Alstom" and is "Remote". Test results are shown for "Knockout questions" (Approved), "Skills" (70% correct), and "Personality test" (Self confidence 1/9, Motivation 5/9). There are buttons for "Send Email", "Send SMS", and "Ask for CV". At the bottom, the "Tags" section shows a search bar, a tag "extra x", and a tag "Immediately x" which is highlighted with a red box.

PERSONALITY TEST

Personality test

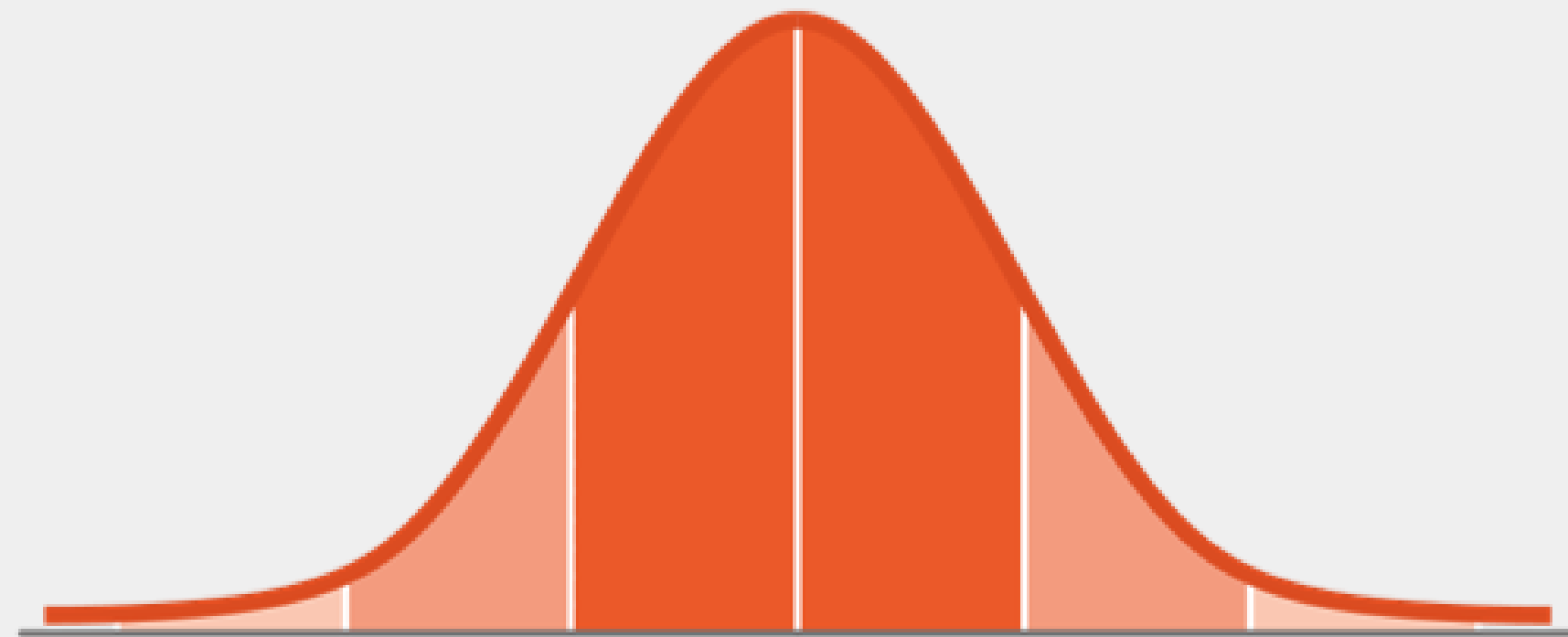
Choose language

- English
- Norwegian
- Swedish
- German
- Danish
- Finnish

Personality Test from Psykometrika AB

The test that Higher uses comes from Psykometrika AB. With experience from several surveys in various industries, we have identified two of the basic success factors that characterize talented employees, regardless of industry:

- Work motivation - how committed you are to your work and want to perform
- Self-confidence - to trust their ability and dare to take initiative



Personality Test from Psykometrika

The test that Higher uses comes from Psykometrika AB. With experience from several surveys in various industries, we have identified two of the basic success factors that characterize talented employees, regardless of industry:

- **Work motivation** - how committed you are to your work and want to perform
- **Self-confidence** - to trust their ability and dare to take initiative

VIDEO QUESTIONS

You can ask up to 3 questions where the candidate responds with a video of themselves. The recordings can be up to 30 seconds each, so make sure to not ask too complex questions which requires long answers from the candidate.

You can see this as a cover letter, not everyone sends them in but for those who do, you get to know them a bit better.

From the candidate's perspective, if you ask too personal questions where candidate needs to perform, most candidates will feel uncomfortable. Especially if the first questions is hard to answer. Therefore, we always recommend that you start with a question that is open-ended but easy to answer. Impersonal questions related to the position can be a good option here.

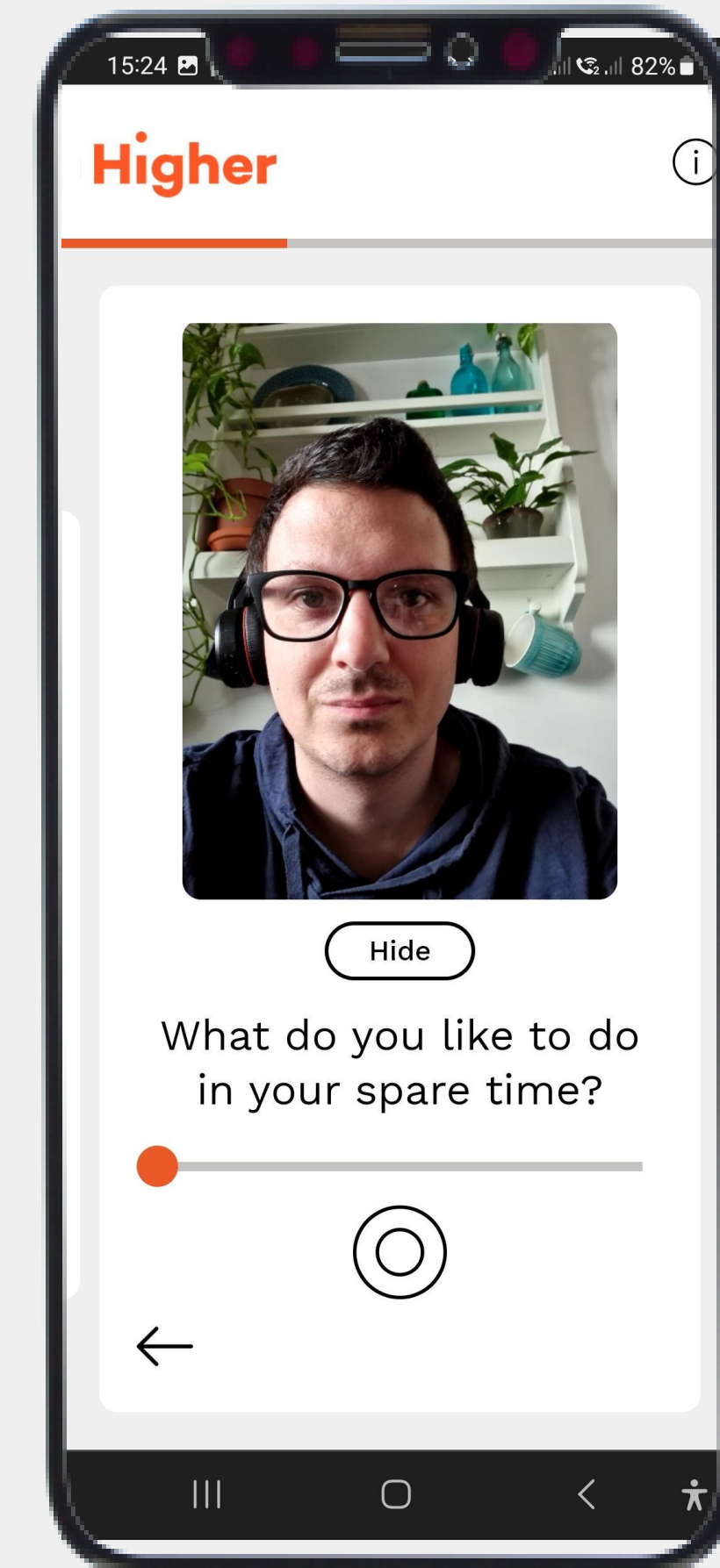
If you're looking for a car salesperson

- *What is your dream car and why?*

If you're looking for a shop assistant

- *Tell us about an event that reminds you of good customer service.*

The remaining questions can be more personal and linked to the skills the candidate has for the position.



ADDING A VIDEO GREETING TO A JOB ADVERT

You can introduce the video questions with a personal greeting. Either by uploading a movie from your device or record it directly in the tool from your mobile phone/computer.

We have seen that a short video from the employer with clear instructions regarding the video questions increases the conversion of video responses. To change the video, click on Remove in the right-end corner below the video.

The screenshot displays the 'Video questions' configuration interface. It features an 'Intro message' field containing the text 'Almost done!' with a character count of 12 / 100. Below this is a larger text area with instructions: 'Now you are almost done with your application, you have to answer three short video questions. Don't worry about the recording quality of the video, we are just curious about you. Once your application is complete, you can view your test results. Best of luck to you!' with a character count of 267 / 500. The 'Add video' section is highlighted with a red box and contains three buttons: 'Record', 'Upload file', and 'From library'. Below are three question prompts: 'Question 1: What do you like to do in your spare time?', 'Question 2: Tell me about your latest work place or education, what did y', and 'Question 3: What is good customer service according to you?'. A video player is shown with a video thumbnail and a 'Remove' button below it. The bottom navigation bar includes a back arrow, 'Save draft', and 'Next' buttons.

PUBLISH JOB AD

Menu -> Jobs -> Create new job

When have completed your job ad, press **"next"**.

You have the opportunity to save it as a draft whenever you need.

Choose platforms you want to publish your ad on, always choose to publish on your career page.

Press **"Publish"**



Yes, 2-5 years

Yes, more than 5 years

No

Add question From library



← Save draft Next



Publish to platforms

Higher

Higher
Free

Select

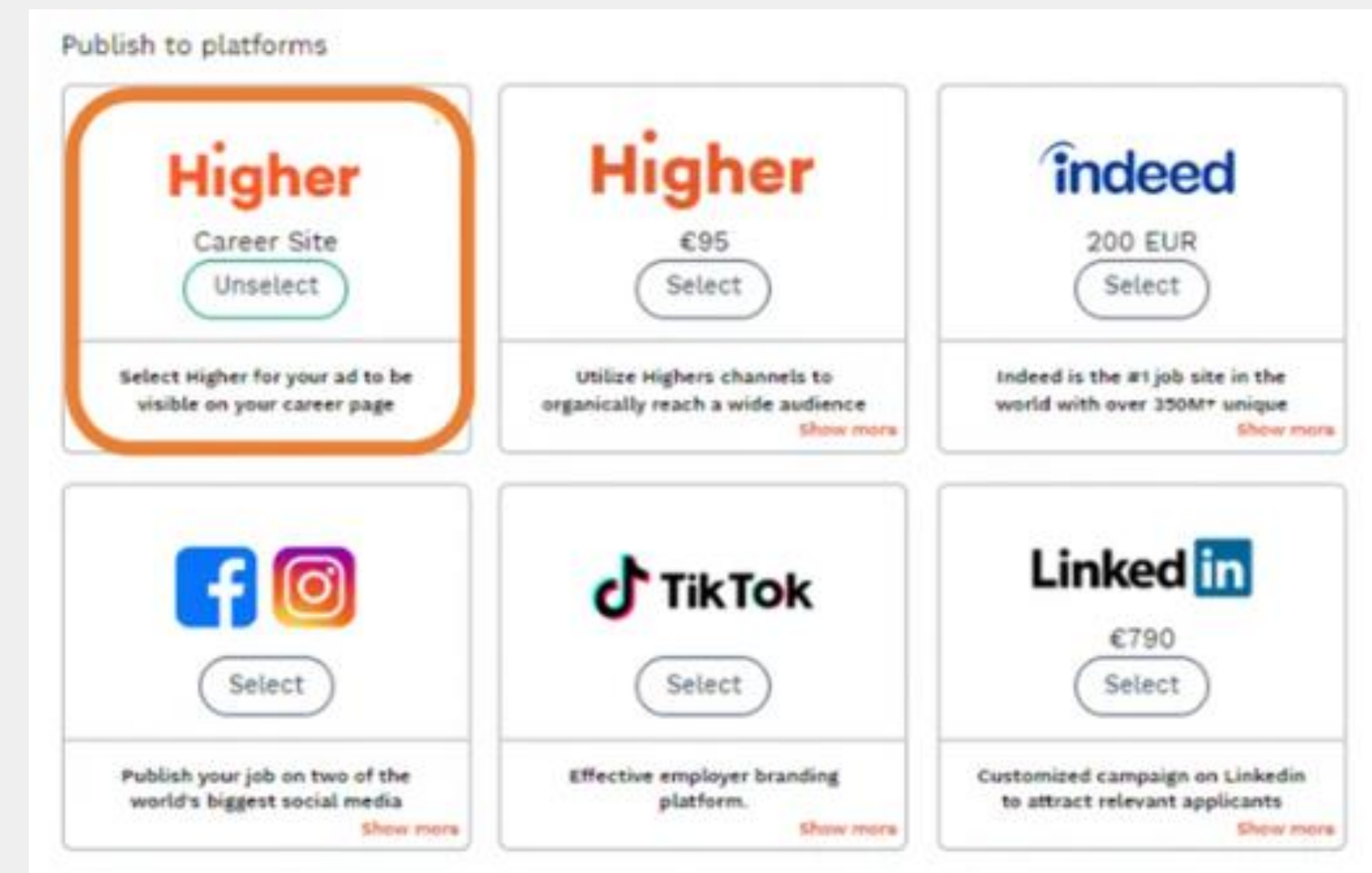
← Publish

PUBLISHING JOB ADS ON DIFFERENT PLATFORMS

Once you have reached the last step and are satisfied with the ad, it is time to choose platforms to publish your job ad.

In order to spread the ad, you need to publish on different platforms. Choose Higher so it gets published on the career page. Make sure that your website have a link to the career page as well. Choose other platforms as desired.

Paid platforms You have the option of publishing the ad directly on Indeed and other advertising platforms or advertising on social media, however this is associated with a cost. You are welcome to contact us for advice on publishing on payment platforms by sending an email to support@higher.nu



SPREAD YOUR JOB AD ON SOCIAL MEDIA

Once the ad is published, you can easily share it on social media. Either via the short link that comes up immediately after publication, or via the share buttons that you find on the ad itself.

Higher differs from other tools in that candidates can apply for the job directly on their mobile phones without having to upload documents. It is great combined with social media and a way to attract great candidates who may not be actively looking for jobs. So, use your network to find your new colleague by sharing the ad free of charge on your social media channels such as LinkedIn, Instagram, or Facebook.

You can also find a direct link to the ad here:
Menu - Jobs - Edit jobs:

The screenshot shows the 'Marketing Manager' job ad management page. At the top right, the job status is 'Active'. Below the title, the dates '12.04.23 - 30.04.23' and the user 'Mattias Dahdouh' are listed. A central box contains a URL: <https://demo.uhigher.com/job-details?job=eb5fdee9-003a-434f-bfb1-39d7e269cf97>. Below the URL, it says '0 Total applications' and there is an 'Edit' button.

This is a confirmation screen with a briefcase icon and a checkmark. The text reads: 'You have successfully published a job!'. Below this, it says 'Share this job' and provides a text input field containing the URL <http://hgh.nu/job/8ih33zHm>. To the right of the input field is a 'Copy' button.

The screenshot shows the job ad for 'Marketing Manager' on the Higher platform. It features the Higher logo and an 'Apply now' button. Below the title is a video player showing a video with several cartoon characters. The video player has a progress bar at 0:00 / 0:44.

This screenshot shows the detailed job description for 'Marketing Manager'. The text reads: 'If you are a results-driven marketer with a passion for developing and executing successful campaigns, we want to hear from you. This is a full-time position with competitive salary and benefits.' Below this is a 'Read more' link. On the right side, there are details: Location: Stockholm (Stockholms), Category: Managers & business leaders, Time extent: Full-time, and Application deadline: 30.04.23. At the bottom right, there is a 'Share the job with your friends:' section with Facebook and LinkedIn icons.

CREATE A NEW A TEMPLATE FROM YOUR JOB AD IN 3 SIMPLE STEPS

Menu -> Jobs -> Edit job ad -> Duplicate job

1

Choose *Edit job* and **duplicate job**



2

Rename the template, Choose **“Save job as template”** press **“Next”**

The template is already filled with text and the modules you had in the job ad, you have possibility to do adjustments if needed.

3

Press **“Publish”**

Your new job template is created and ready to be used! You still have the opportunity to make adjustments when you post a new ad, but you just created a great foundation for your future job ads.



1

2



3

CREATE A NEW JOB AD FROM A TEMPLATE

Menu -> Jobs -> Create a new job

It only takes a couple of minutes to create a new job ad in Higher by using templates.
You can do this from your mobile phone as easily as from your computer.

Select the template you want to use for the job you are posting, you can filter & search templates:

Fill in the required fields for the job ad

The image shows a two-part screenshot of the Higher job creation interface. On the left is the navigation menu for user Marna Alm, with 'Jobs' expanded to show 'Create new job' and 'Create templates'. The main area shows the 'Create a job' screen with a 'New job' button and a 'Create from template' section. This section includes a search bar, a 'Sort by' dropdown, and three template cards: 'Fontainebleau are looking for servers', 'Account Manager at Essity', and 'Super restaurants are looking for servers'. An orange arrow points from the template selection area to the right, where the 'Add Job information' form is shown. The form includes fields for Job title, Category, Branch, Location, Time extent, Last application date (DD.MM.YYYY), Responsible person, Type of employment (optional), Work location (optional), and Hide job from (optional). It also has a LinkedIn profile field and a 'Choose Language' section with radio buttons for English and Swedish (selected). At the bottom are 'Cancel', 'Save draft', and 'Next' buttons.

CREATE A NEW JOB FROM A TEMPLATE

Menu -> Jobs -> Create new job

These fields are already pre-filled with an image/video, text, and questions from the template. You can adjust the text, change images/videos, change questions add or remove modules.

You click **"next"** to get to the publish step.

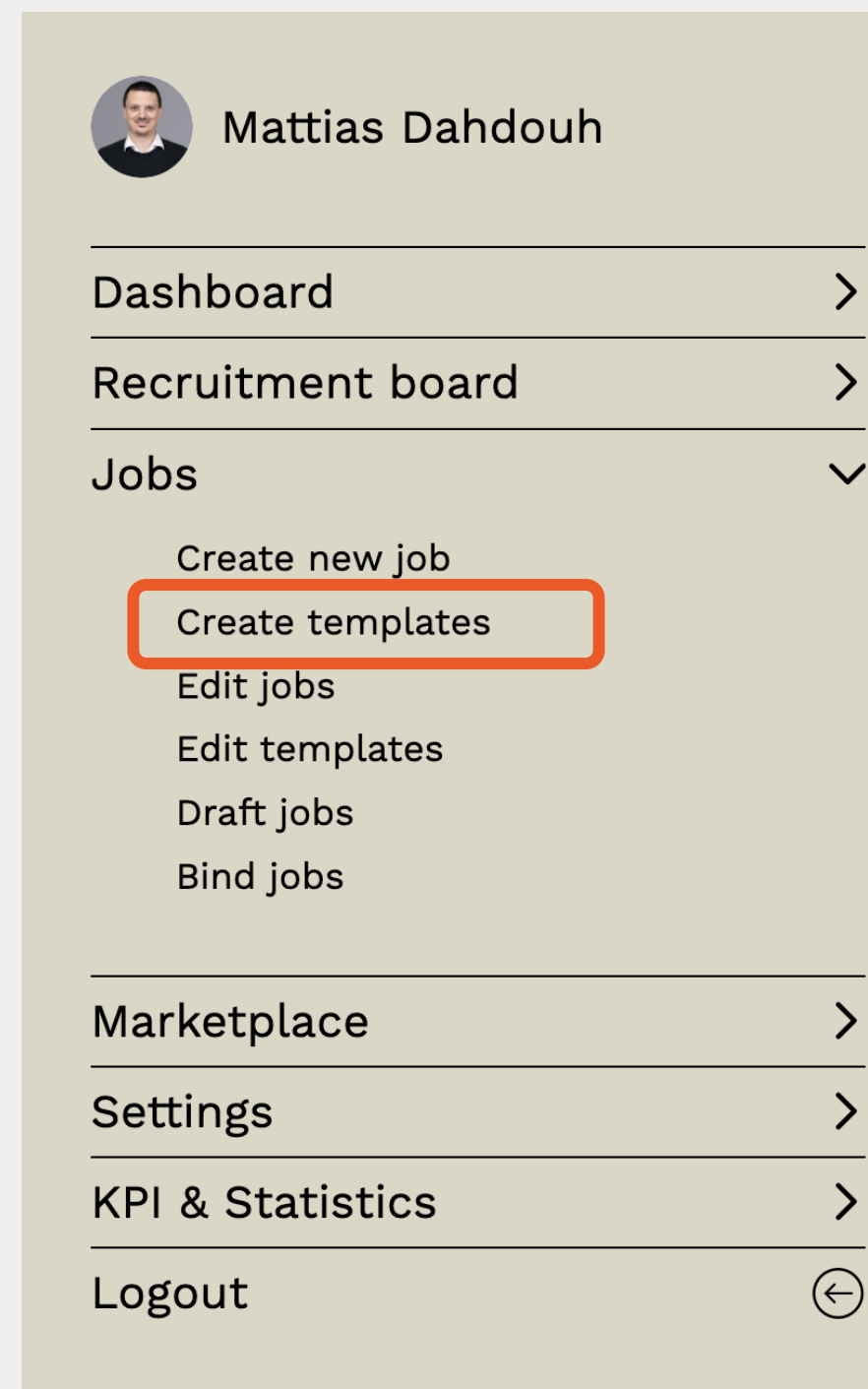
The screenshot displays the 'Higher' job creation interface. At the top, a progress bar shows three steps, with the second step (2) highlighted in red. The interface is divided into several sections:

- Add Job description:** A text box containing the instruction: "You need to add either a video or image to move to next step".
- Upload image/video:** A video player showing a cartoon video with four characters. Below the player are buttons for "From library", "Replace", and "Remove".
- Job description:** A text area containing a job description for a Marketing Manager. It includes a list of responsibilities such as "Develop and implement marketing plans and strategies to increase brand awareness and generate leads".
- Social media content:** A text area with a pre-filled message: "If you are a results-driven marketer with a passion for developing and executing successful campaigns, we want to hear from you. This is a full-time position with competitive salary and benefits."
- Reminder SMS:** A text area with a pre-filled message: "Hi, Glad you started your application, complete all parts including the video part for one complete application. I hope to see you!".
- Intro message:** A text area with a pre-filled message: "Hi! Great that you are interested in our company. Below you will see the different steps. It will only take a couple of minutes to complete the application. You will receive instant result on your test upon completed application - Good luck!".
- Thank you for your application message:** A text area with a pre-filled message: "Thanks".
- Thank you message:** A text area with a pre-filled message: "Your application has now been successfully submitted. We will contact you, good luck!".

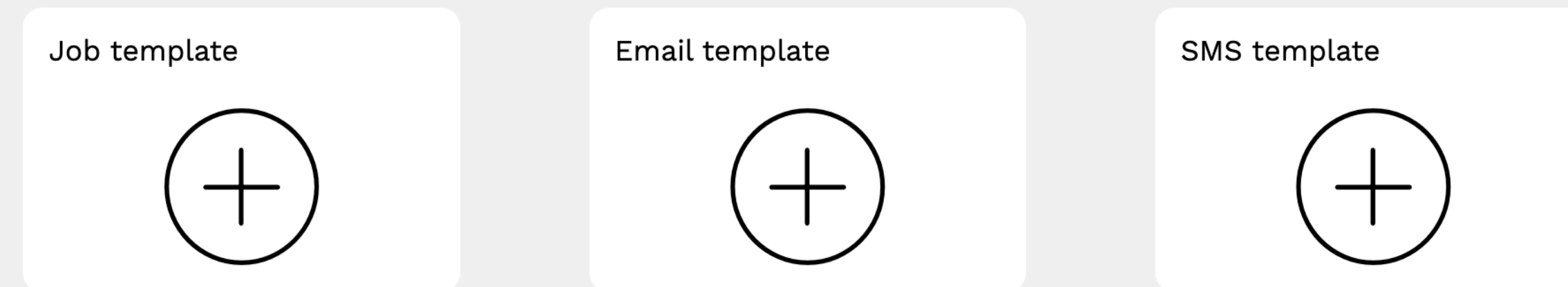
At the bottom of the interface, there are navigation buttons: a back arrow, "Save draft", and "Next". The Higher logo is visible in the bottom right corner.

TEMPLATES FOR JOB ADVERTS / E-MAIL / SMS

To streamline the recruitment process, we recommend creating templates for job advertisements, e-mails & text messages to communicate with candidates. These templates can be connected to triggers in the recruitment board, so the candidates in a chosen column automatically receive a message.



Create template



MENU -> JOBS -> CREATE TEMPLATES

Job templates
SMS templates
E-mail templates

CREATE A NEW TEMPLATE BASED ON A TEMPLATE DUPLICATE

Menu -> Jobs -> Edit templates -> Duplicate job template

The screenshot shows the Higher HR system interface. On the left is a navigation menu for user Marna Alm, with the 'Jobs' section highlighted in an orange box. The 'Jobs' menu includes options like 'Create new job', 'Create templates', 'Edit jobs', 'Edit templates', 'Draft jobs', and 'Bind jobs'. An orange arrow points from the 'Edit templates' option to the main content area. The main content area displays the 'Add Job information' form, which includes fields for Job title, Category, Branch, Location, Time extent, Last application date, Responsible person, Type of employment, Work location, and Hide job from. At the bottom of the form, there are buttons for 'Cancel', 'Save draft', and 'Next'. A second orange arrow points from the 'Next' button to a bottom navigation bar containing buttons for 'Cancel', 'Delete', 'Duplicate job template', and 'Save'. The 'Duplicate job template' button is highlighted with an orange box.

With the help of job templates, you save time creating job advertisements for future positions that need to be posted.

TIPS!

You can create new templates based on the first template and modify them to fit other jobs. If you create proper job templates from the start, you will save a lot of time in the future when looking for new colleagues.

- ✓ Edit templates
- ✓ Duplicate template
- ✓ Rename and adjust template

KPI & STATISTICS

Menu -> KPI & STATISTICS

Who doesn't want to know how much time they have saved by knock-out questions? How many candidates apply from mobile and which platforms they come from?

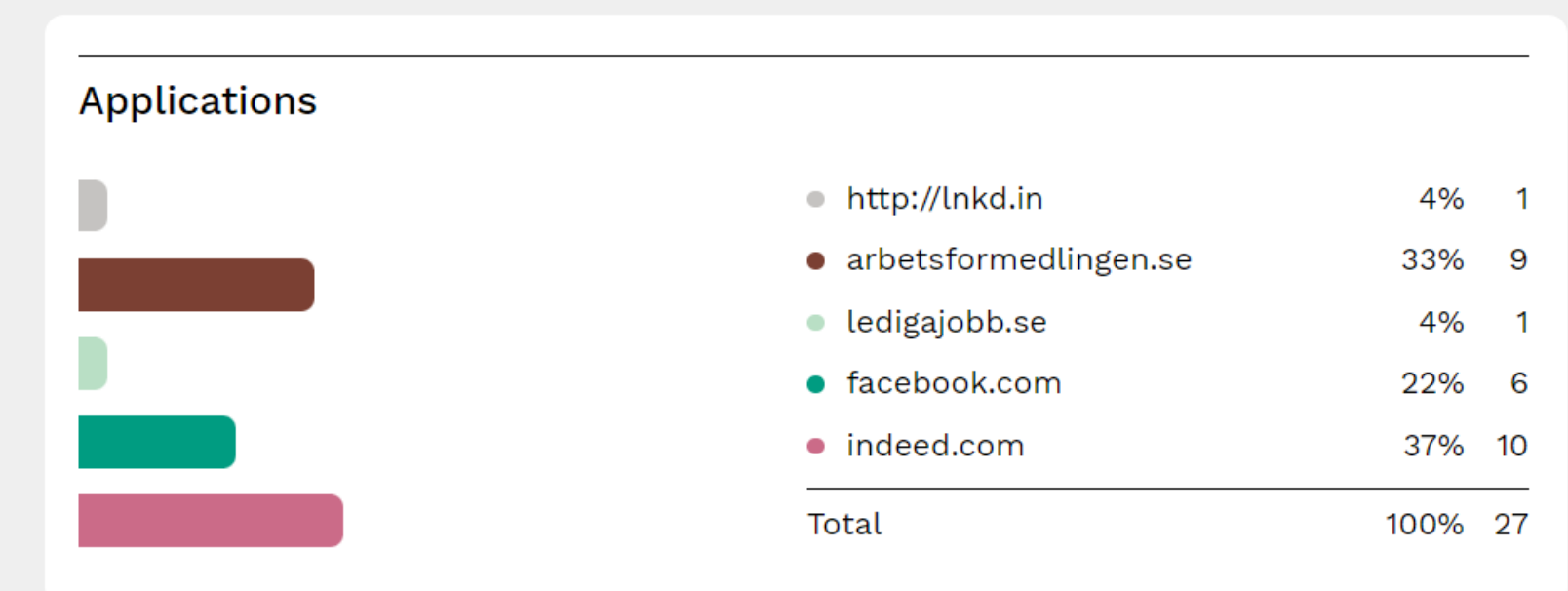
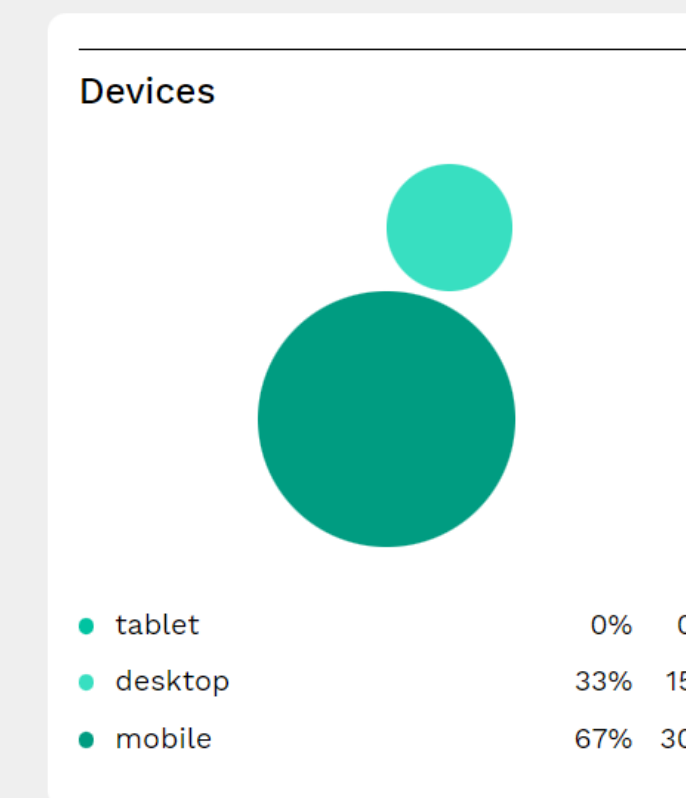
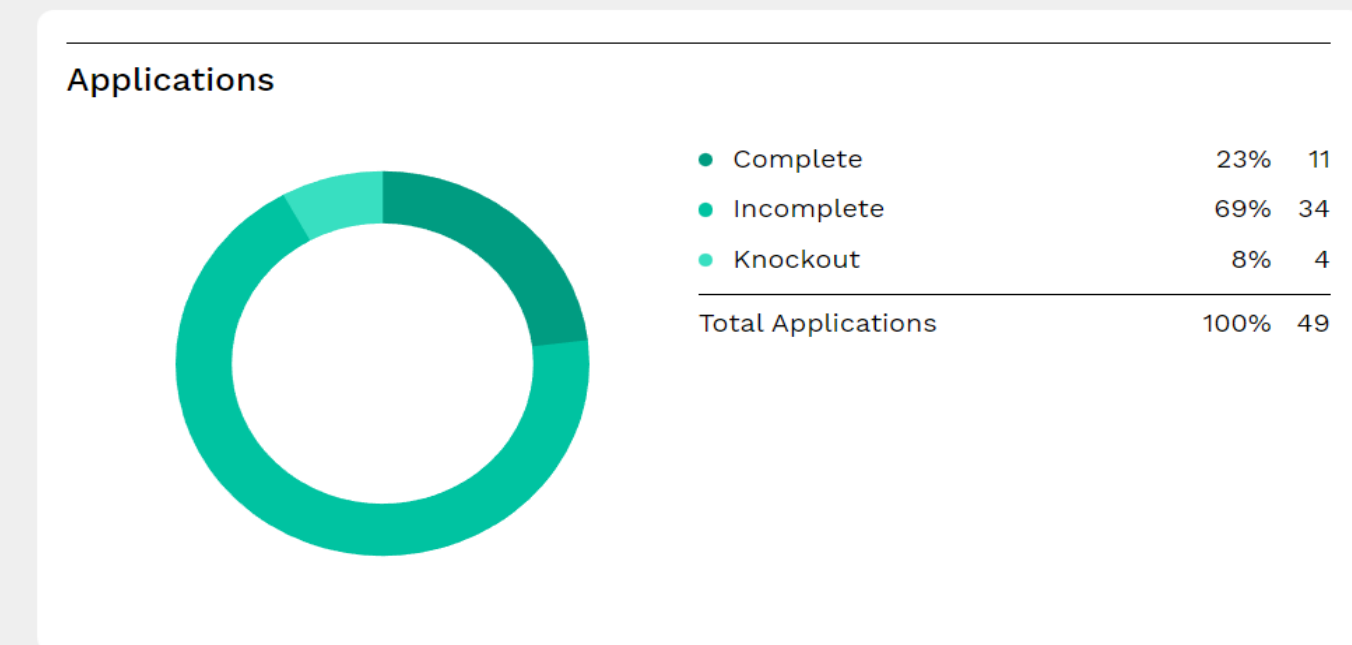
Knock-out questions help you sort out candidates who did not meet the basic requirements for the position, and thus you save a lot of time in the recruitment process.

How many candidates have applied via mobile, who might not have applied if you didn't have a document-free application process?

You can see where the candidates are coming from, did they find the ad on your website, Indeed, LinkedIn or Facebook?

KPI & Statistics can give you the insight you need to optimize your ad and know which platforms you should focus on in the future.

Higher

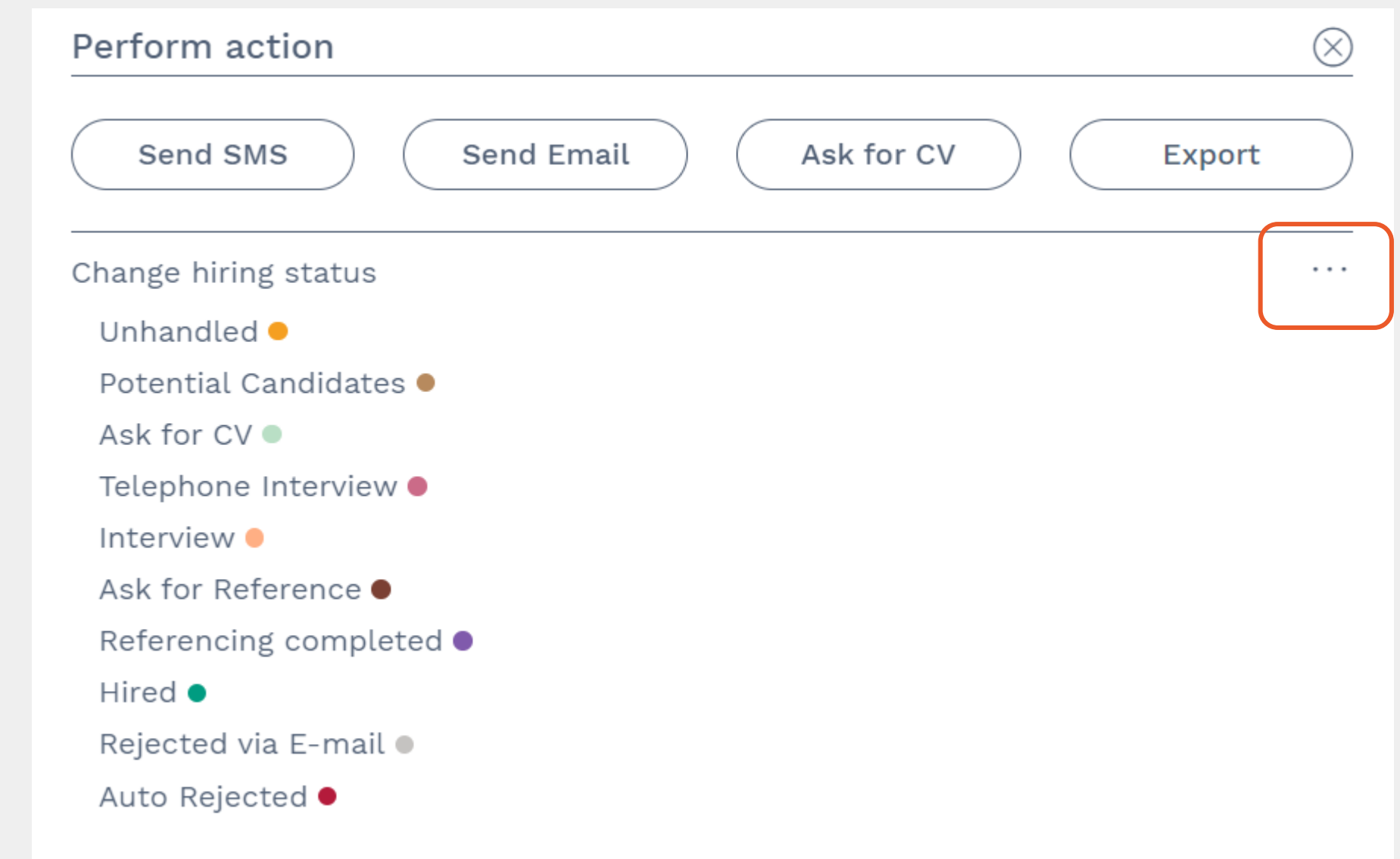
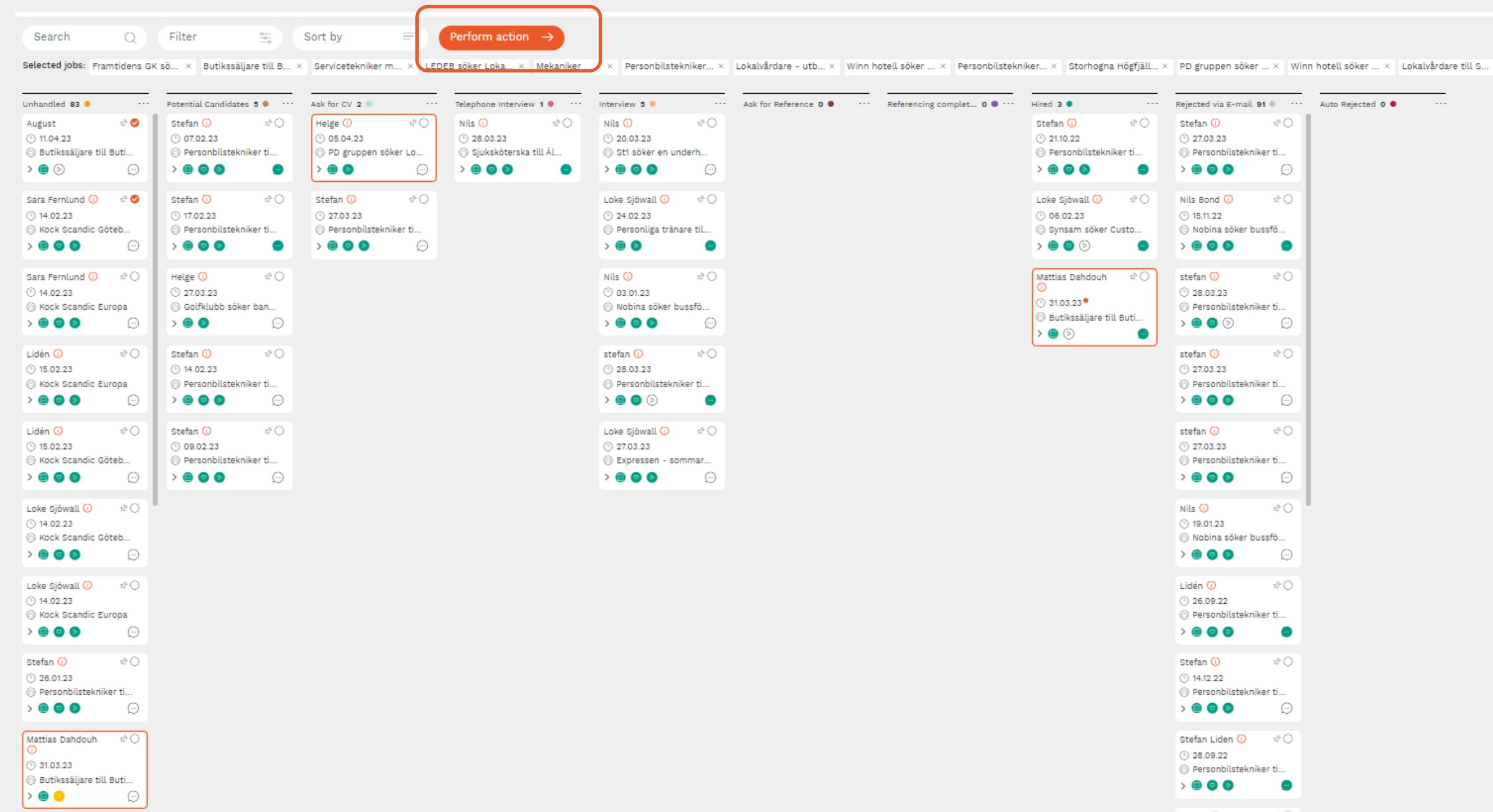


HANDLING CANDIDATES IN THE RECRUITMENT BOARD

MENU -> RECRUITMENT BOARD -> HANDLE CANDIDATES

By default, Higher sorts candidates by employment potential, the one with the best results ends up at the top. In the *recruitment board*, you can easily search (e.g. tags), filter, and sort.

You can easily move candidates with drag & drop or by selecting the desired candidate cards and choose to perform an action. With the help of perform an action, you can change the employment status, send an SMS, E-mail, and ask for CV of the selected candidates. More information in this [link](#).



RECRUITMENT BOARD

MENU -> RECRUITMENT BOARD -> HANDLE CANDIDATES

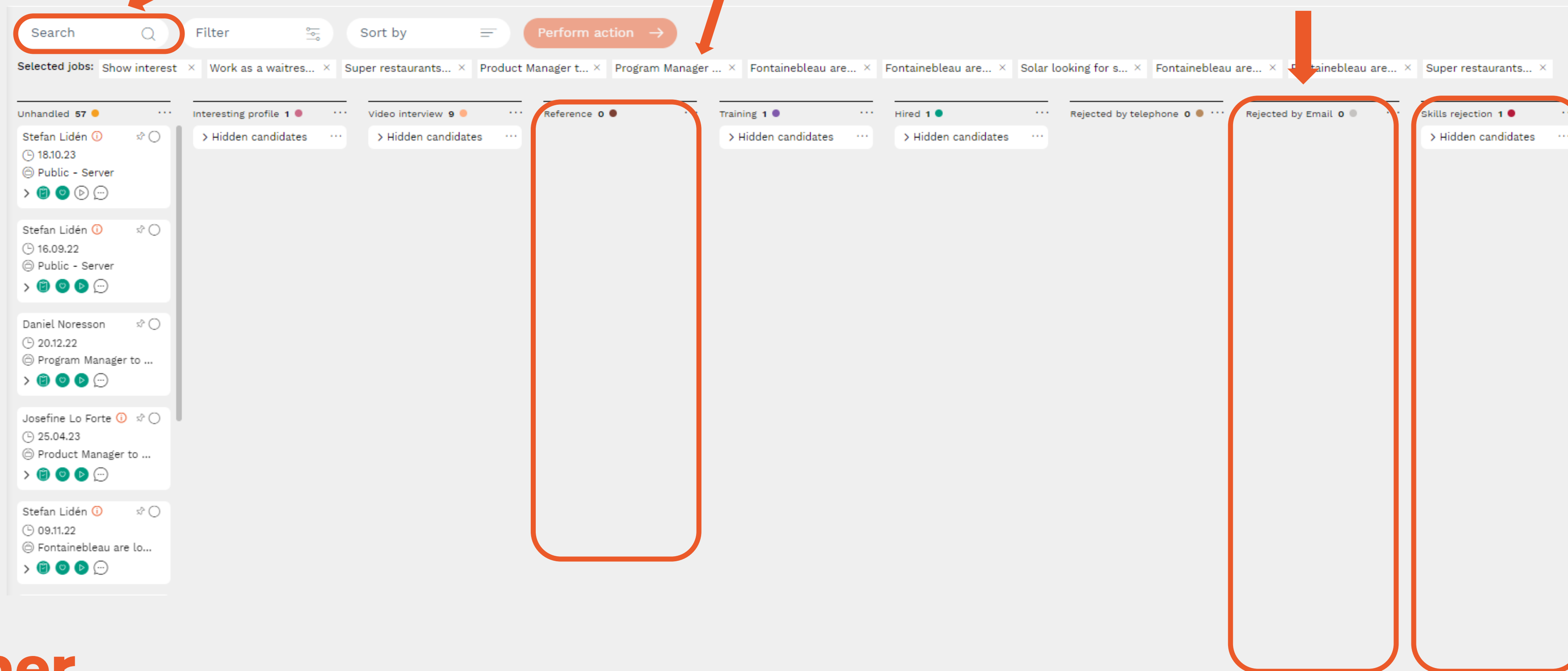
You will find all new applications in the unhandled column, if you have a threshold candidates with lower test results will be automatically declined in the system and placed in the skills rejection column. These two columns are locked, all other columns can be renamed, removed, and change place to fit your recruitment process.

Here you can search for names, tagged answers from questions, and tagged candidates

References -> You can create a "trigger" that exports candidate data to RefApp for reference taking.

Rejected via E-mail -> In this example, an E-mail that rejects the applicant will be sent to each candidate in this column

Skills Rejection: rejected applicant will be sent to this column when a threshold is set. You can not place candidates here manually.

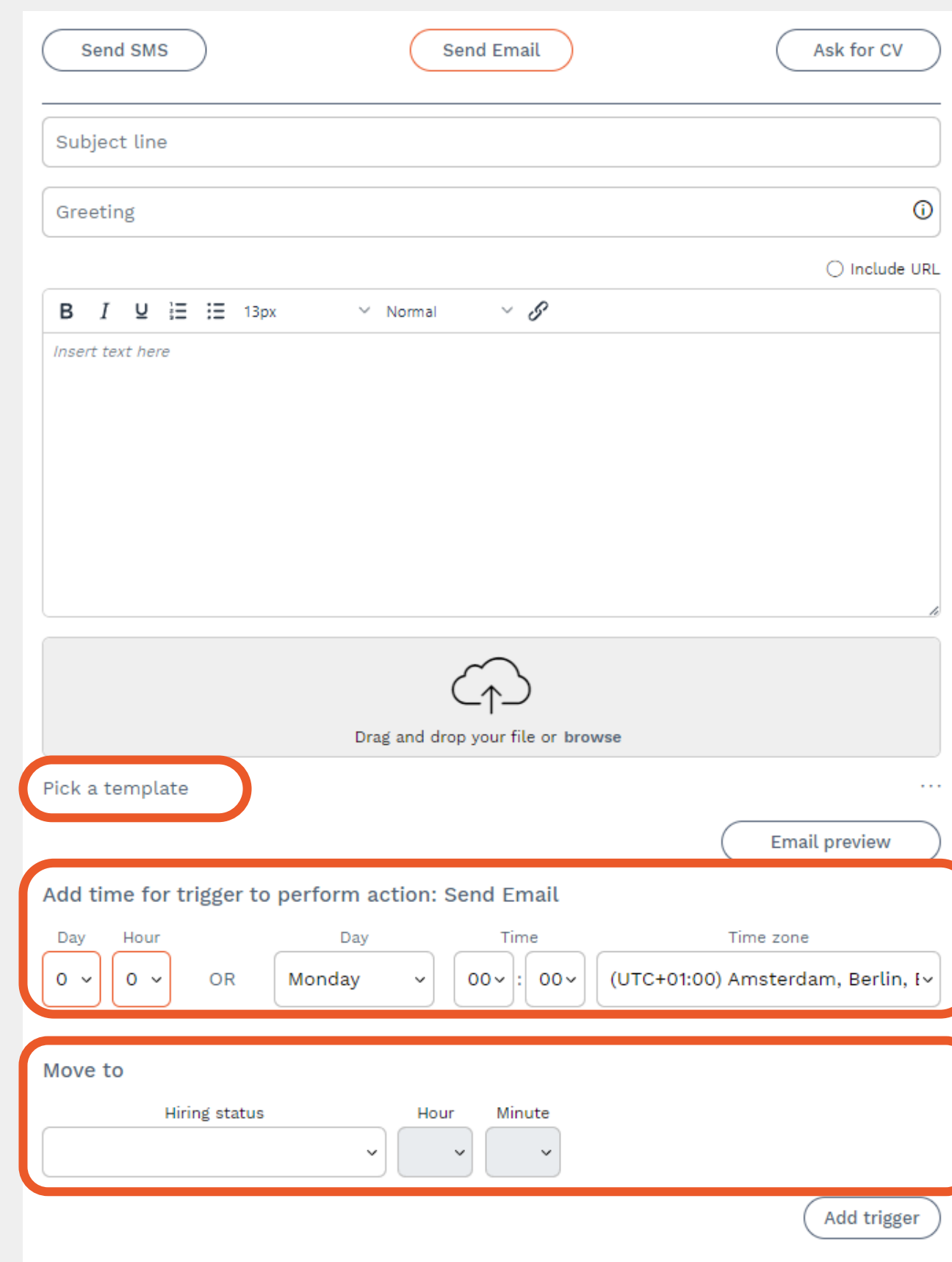
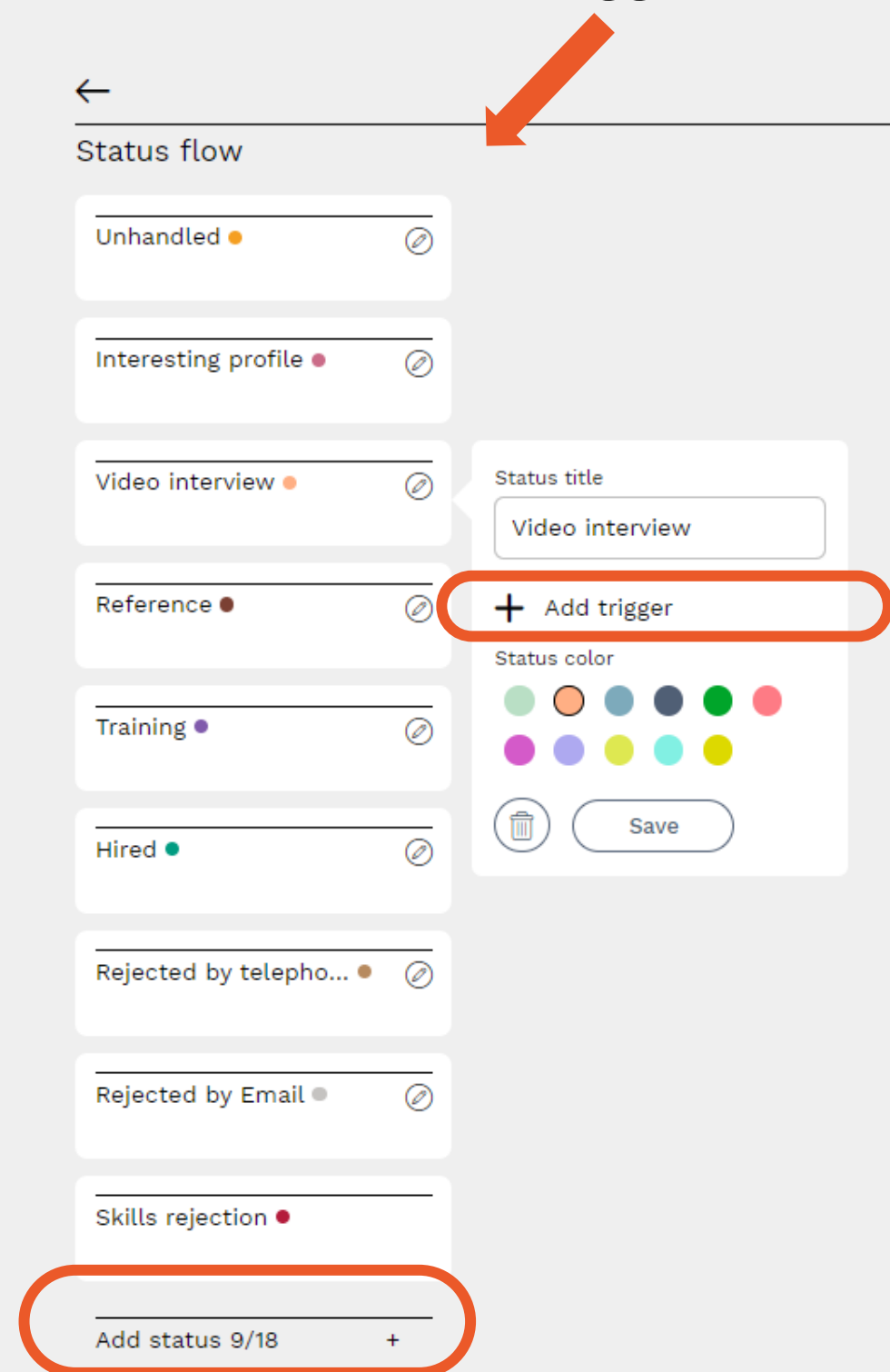


CUSTOMIZE YOUR RECRUITMENT BOARD

MENU -> SETTINGS -> HR-SETTINGS -> STATUS FLOW

HR can set up triggers that send communication to the candidate when they are added to different columns, such as automatic thank you E-mails, reference taking, and triggers that automatically move candidates to the next step of the recruitment process when they have performed an action → 100% customized to your unique recruitment process!

You can add new columns, 18 in total and add triggers.



You can choose an e-mail, sms, or ask for a resume as a "trigger" for your column.

You can pick a template.

You add time for the trigger to perform.

You can also move candidates automatically from column X to column Y when requested information has been received from the candidate.

CANDIDATE CARD

OVERVIEW OF DIFFERENT SYMBOLS

[Link to info in FAQ](#)

If the candidate is part of other recruitment processes (the orange-colored "i")

Attached documents

Carried out modules
Green = 100% complete
Yellow = Partly completed
Grey = Not completed

Score on skills and personality test

Press the name to open the candidate card

Inhouse candidates (Orange frame around the card)

Pin Candidate

Select candidate

Unread E-mail from candidate

Communication

Steven Seagull ⓘ

🕒 13.04.23 📎

📁 Marketing Manager

✓ [📋] [📄] [📺]

✉️ 1 💬

Skills: 100%

Motivation: 5/9

Self confidence: 7/9

CANDIDATE CARD

Expanded view

Steven Seagull Hiring status: Unhandled

Contact details:
mattias.dahdouh@higher.nu
+46720584584
13.04.23
Marketing Manager
Stockholm (Stockholms)

Test Results:
Knockout questions: Approved
Skills: 100% correct
Personality test: Self confidence 7/9, Motivation 5/9
[see full test results >>](#)

Application link:
<https://demo.uhigher.com/?application=f9a58784-efc6-4bda-9ee5-6a1f831d132b>
Copy

Attach files:
This is an example of a resume.docx

Action Buttons: Send Email, Send SMS, Ask for CV, Export, Upload files

Tags:

Video questions:

Tell me about your latest work place or education, what did you do?
What do you like to do in your spare time?

Navigation Menu:
> Test
> Comments
> Email conversation
> Export to TIL-Tid
> Previous application
> Sms conversation
> Export to RefApp

This is an example of how it may look when you've opened a candidate card and the information you can see:

- Contact details
- Hiring status
- Attached files
- Tags (from answer options or manually tagged candidates)
- Video questions
- Test results
- Comments
- Previous applications
- E-mail conversation
- SMS conversation
- Export to TIL-Tid (contact us for more info)
- Export to RefApp (contact us for more info)

CANDIDATE CARD

1 Steven Seagull
mattias.dahdouh@higher.nu
+46720584584
13.04.23
Marketing Manager
Stockholm (Stockholms)

2 Hiring status: Unhandled
Potential Candidates
Ask for CV
Telephone Interview
Interview
Reference Taking
Referencing completed
Hired
Rejected via E-mail
Auto Rejected

3 Knockout questions: Approved
Skills: 100% correct
Personality test: Self confidence 7/9, Motivation 5/9
see full test results >>

4 Tags: Can start immediately x, Has leadership experience x

5 Attach files: This is an example of a resume.docx

Video questions: Tell me about your latest work place or education, what did you do?
What do you like to do in your spare time?

- 1 Contact details and which position the candidate has applied for.
- 2 By expanding the column with the three dots, you can change the hiring status from status X to status Y.
- 3 Quick overview of the test results. Click "see full test results" for more detailed information.
- 4 Any tags from the skills module or manually written tags will be visible here. Tags are searchable on the recruitment board. To manually tag, choose or type them in the text field and press Enter.
- 5 Attach files - all attached files from candidates or files you attach yourself can be found here. By clicking the trash icon, you remove the file from the candidate card.

CANDIDATE CARD

1 Comments

MD Mattias Dahdouh
13.04.23
@Marna Alm this candidate may be suitable for your job advert.

Add comment here

Add comment

2 Previous application

Visa Intresse Visa Intresse

Mjölkeröds GK söker banpersonal

Rörmokare/VVS-montör sökes

Calle söker personlig assistent - Heltid

Hela Sveriges Assistans - Personlig Assistent sökes till ung man i Säffle

Butikssäljare Synsam söker Customer and Style Adviser

Butikssäljare Supporttekniker Supporttekniker

Butiksmedarbetare ICA Kock Scandic Europa

Supporttekniker Supporttekniker Supporttekniker

Programvarutestare Programvarutestare - Stockholm

CE Chaufförer sökes till Mariestad - Tommy Nordbergh Åkeri

Butikssäljare - Fridhemsplan Heltid

Restaurant Manager till Quality Hotel Waterfront - Göteborg

Restaurant Manager till Quality Hotel Waterfront - Göteborg - skapad kopia

Friiberghs GK söker banpersonal

Patrullstädare - Söder OM Söder Kontor & Fastighetsservice AB

Supporttekniker för IT Bolaget AB

Supporttekniker för IT Bolaget AB

1 Here you can find comments on the candidate card. By typing @firstname you can tag a colleague. To expand the text field, drag the bottom left corner marked with two dashes. You will see the date and name of the person who commented above the post. To remove the comment, click on the rubbish bin. Comments are only visible to those who have access to the job and are not sent to candidates.

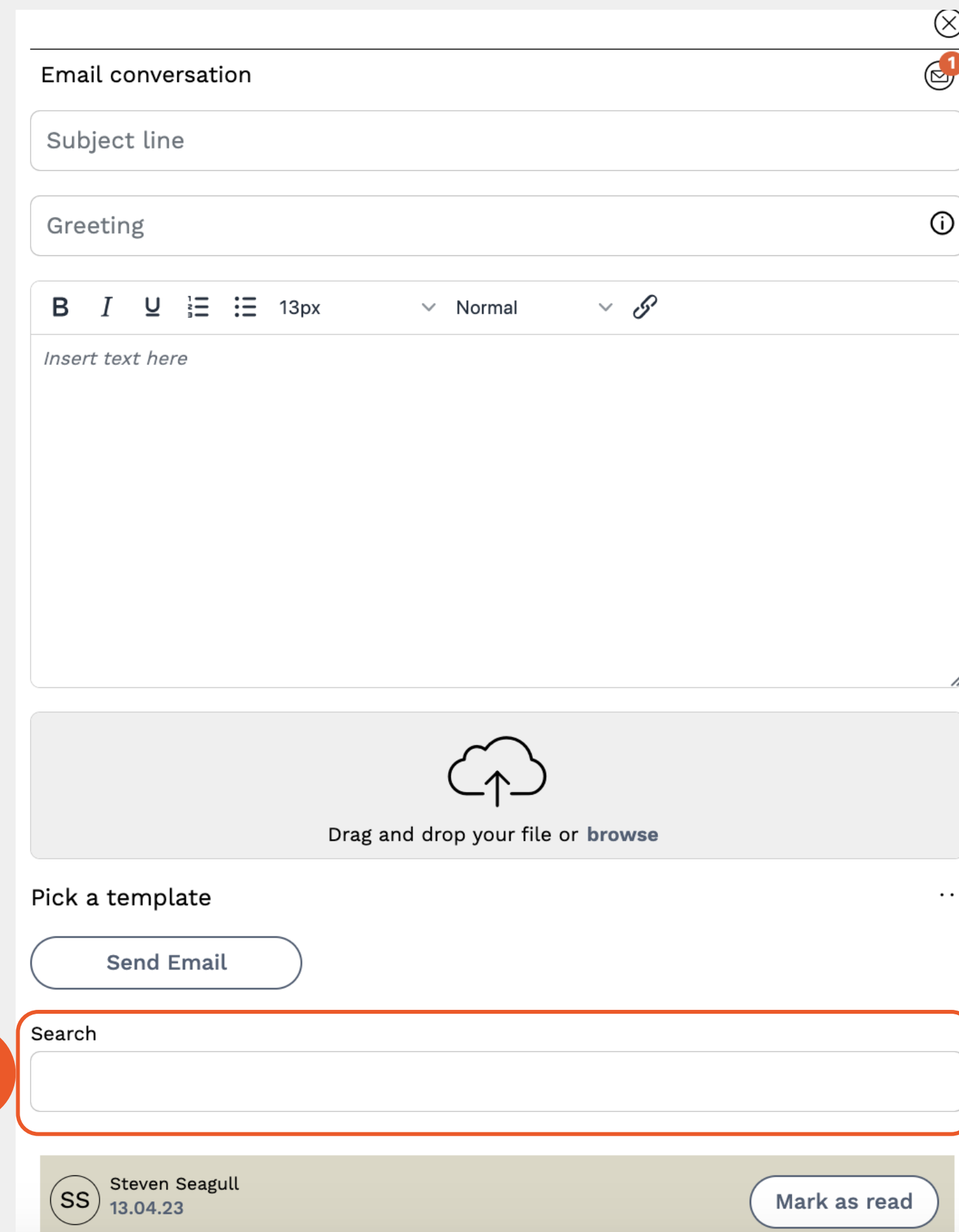
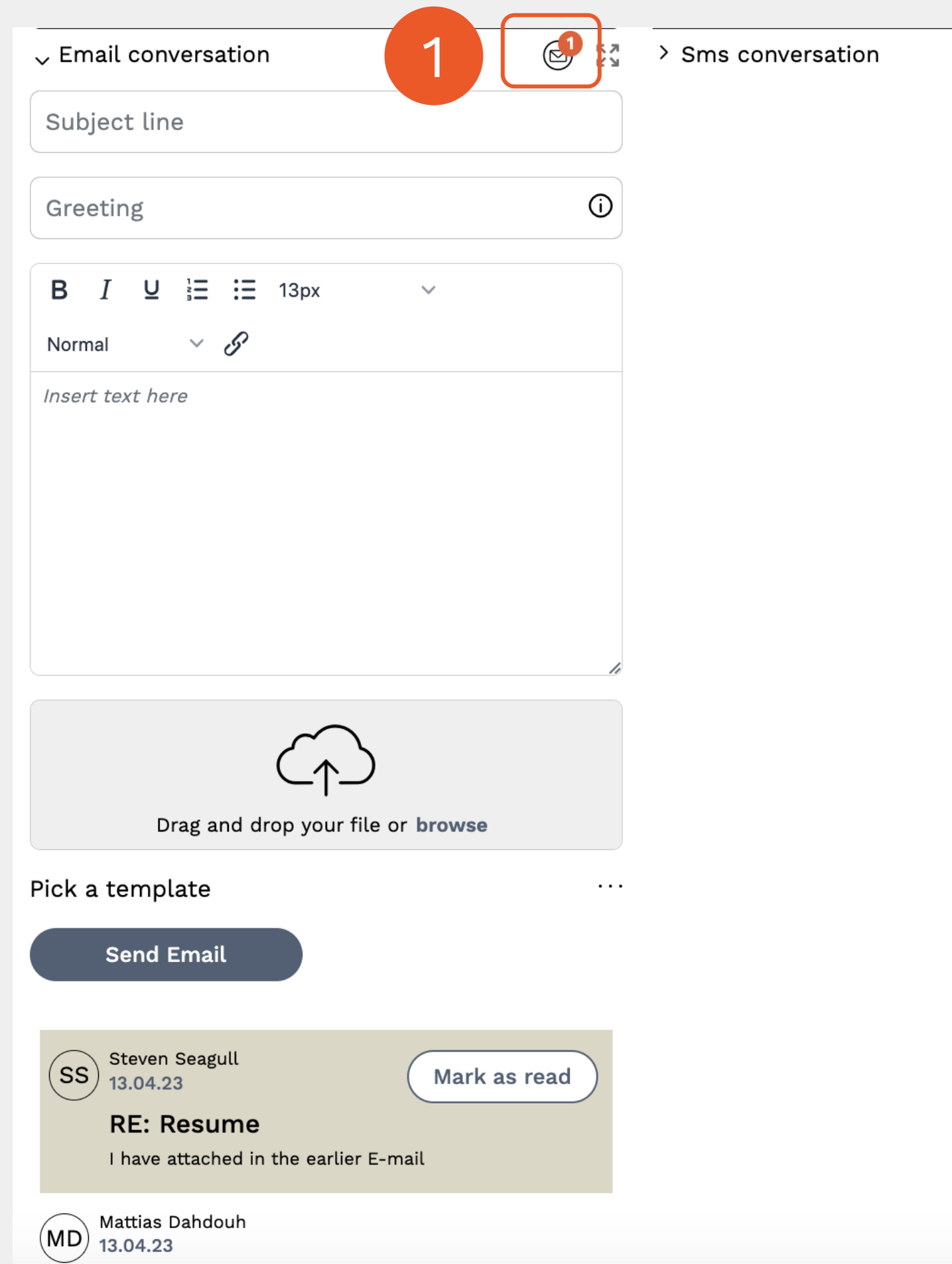
2 This section shows the history of which jobs the candidate has applied for in the past and whether they are in an ongoing recruitment process. The light grey fields represent archived positions that the candidate has previously applied for.


CANDIDATE CARD

The screenshot shows a user interface for composing a message to a candidate. It is divided into two main sections: 'Email conversation' and 'Sms conversation'. The 'Email conversation' section includes a 'Subject line' field (callout 2), a 'Greeting' field (callout 3), a rich text editor with formatting options like bold, italic, underline, and bulleted list (callout 4), and a large text area for the email body (callout 5). Below the text area is a file upload section with a cloud icon and the text 'Drag and drop your file or browse' (callout 6). A 'Pick a template' dropdown menu is located below the file upload section (callout 7). A 'Send Email' button is positioned below the template dropdown (callout 8). The 'Sms conversation' section includes a text area for the message (callout 1), an 'Include URL' checkbox, and a 'Send SMS' button. At the bottom of the interface, there is a preview of an email conversation from 'Steven Seagull' with the subject 'RE: Resume' and the text 'I have attached in the earlier E-mail' (callout 9). A 'Mark as read' button is also visible next to the preview.

- 1 In this section, you can communicate with the candidate through mail.
- 2 The subject line displayed in the candidate's inbox.
- 3 If you enter a greeting, it will automatically pick up the candidate's name from the card.
- 4 Here you can insert hyperlinks that you can choose to name or shorten.
- 5 Compose your email to the candidate here.
- 6 Attach files via drag and drop or browse your device.
- 7 If you have any E-mail templates saved, you can browse for them here.
- 8 Press this button to send your E-mail.
- 9 Here you can see parts of the conversation history.

CANDIDATE CARD



- 1 By pressing the  - icon, you expand the conversation and can read the full history.
- 2 When it's expanded, you can search for keywords to find what you're looking for.

CANDIDATE CARD

The screenshot shows a user interface for sending an SMS. On the left, there is a toggle for 'Email conversation' and a 'Sms conversation' section. The 'Sms conversation' section has a dropdown arrow and a red circle with the number '1' next to it. Below this is a text input field with the placeholder 'Insert text here' and a red circle with the number '2' next to it. To the right of the input field is a checkbox labeled 'Include URL' with a red circle and the number '2' next to it. Below the input field is a character count '0 / 160'. At the bottom of the 'Sms conversation' section is a 'Pick a template' button with a red circle and the number '3' next to it, and a 'Send SMS' button.

1 Your company name will be the sender when sending SMS. The candidate cannot reply to this SMS, so it is important to include a mobile phone number if you ask the candidate to reply.

2 For the applicant to complete their application with ease, you can include the URL. If the applicant clicks on the attached link, they will be returned to their application where they left off.

3 In the same way that you can use ready-made e-mail templates, you can also use SMS templates and get an overview of SMS communication with the candidate.

COMPLETED RECRUITMENT PROCESS

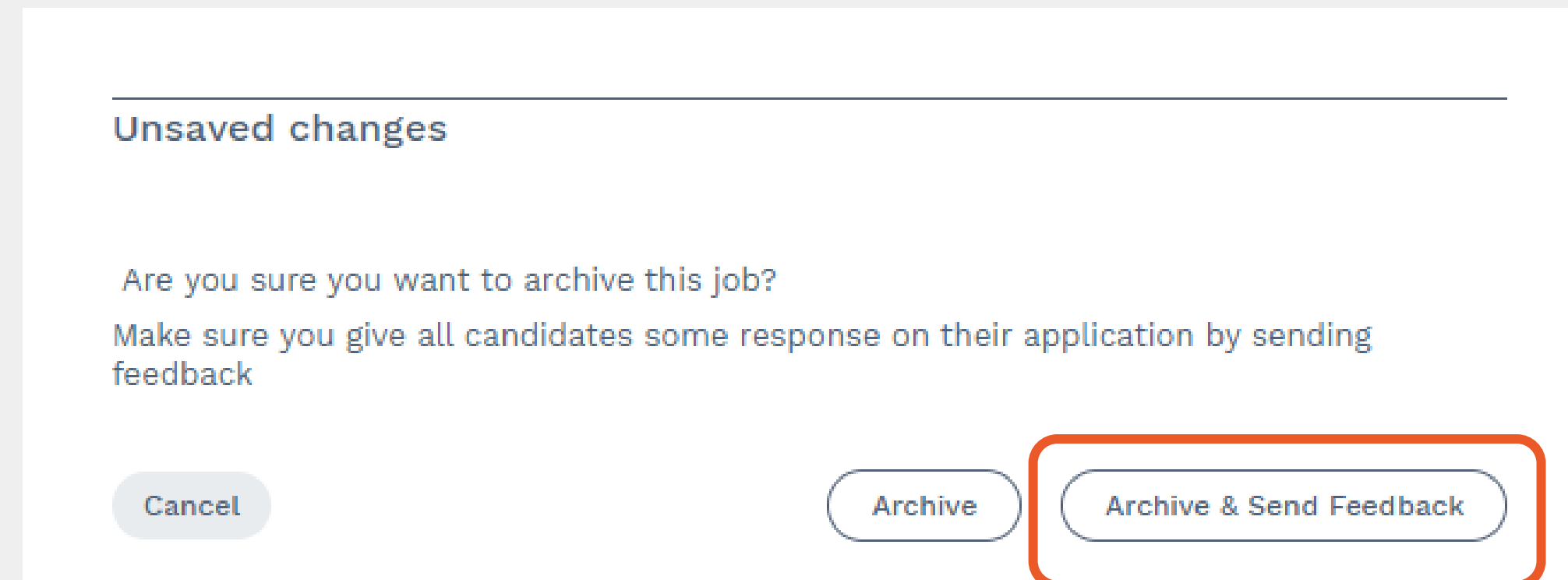
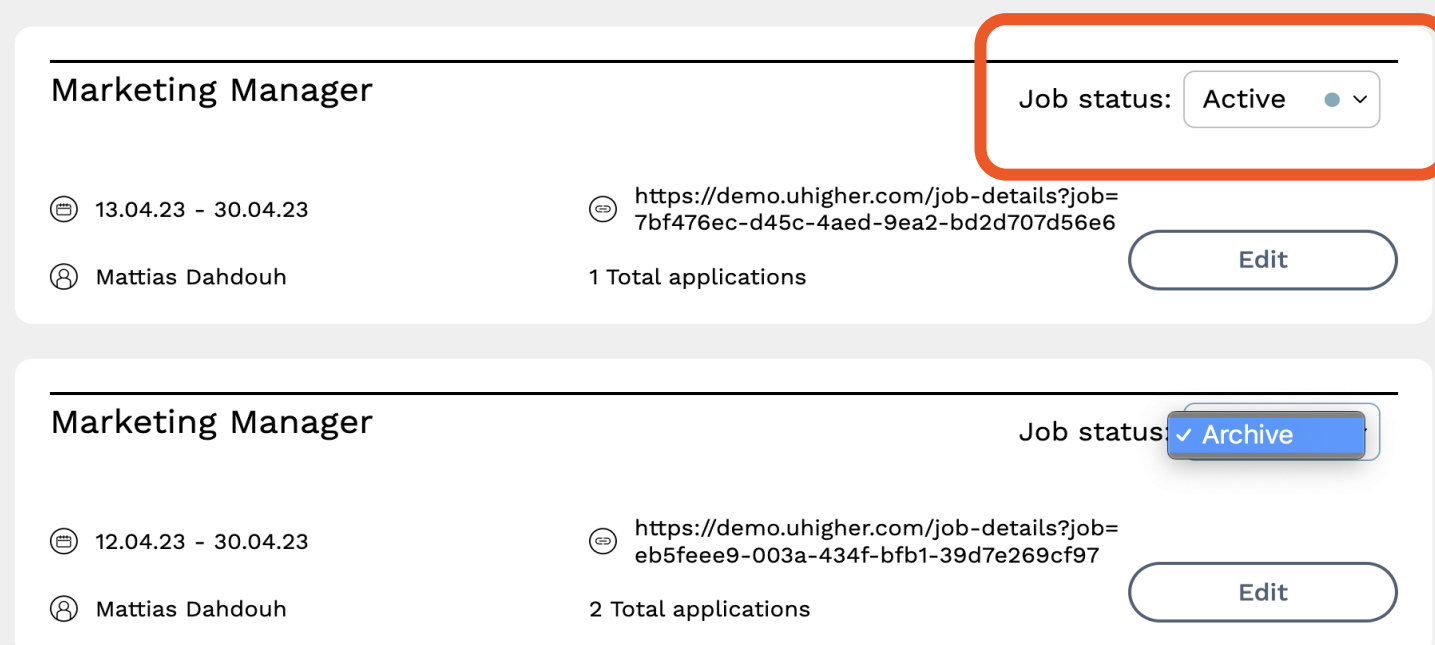
After completing the recruitment process, it is crucial to provide feedback to all candidates either through verbal communication or automated emails using the recruitment board. Please be aware that only active adverts will appear on your Dashboard, so make sure to archive adverts when the process is completed.

The adverts has three different status options:

Active: Your advert is currently active and published, and you are still receiving applications. You will receive a warning 5 days before the advert expires, giving you the opportunity to extend it if needed.

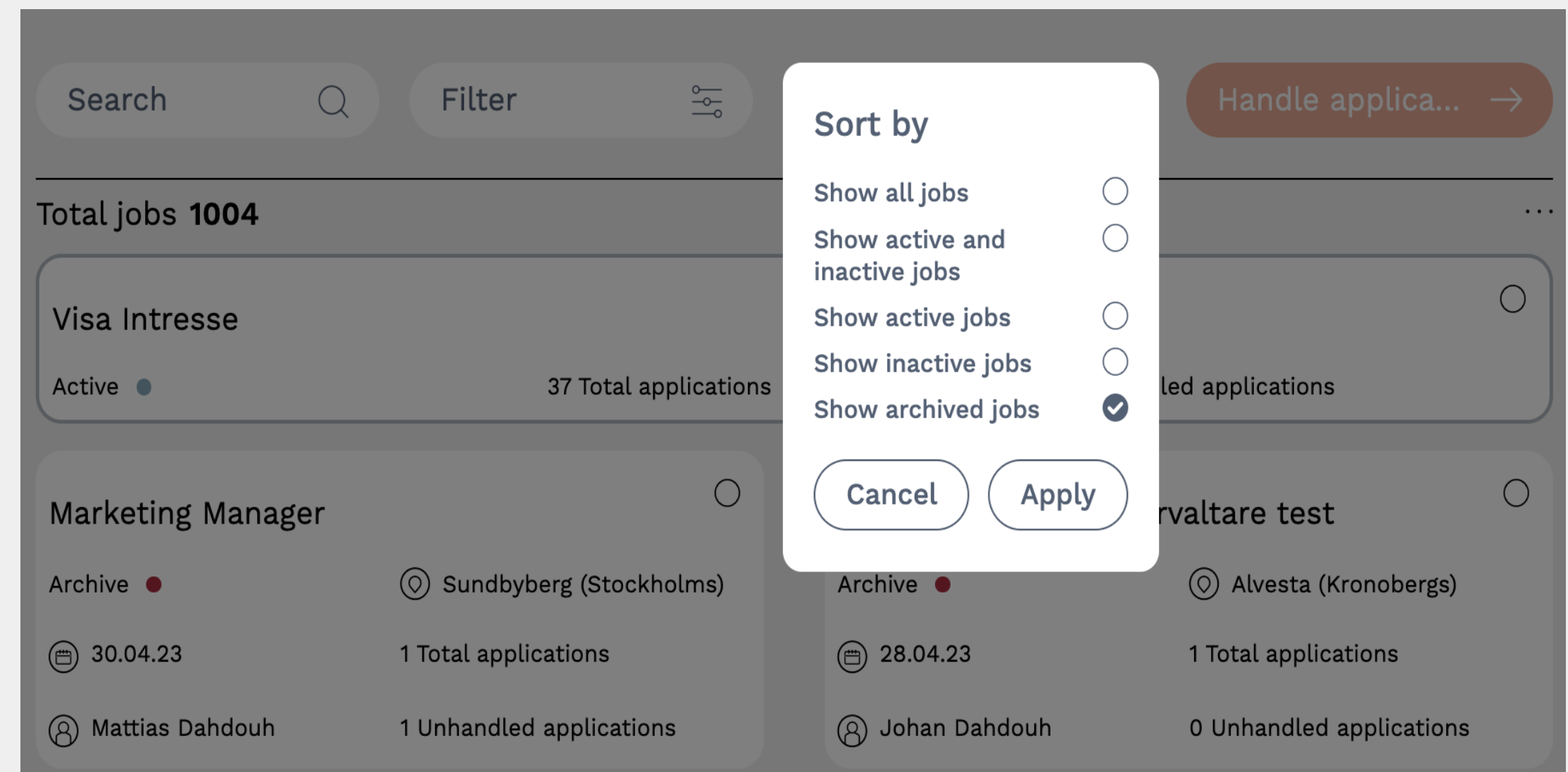
Inactive: The advert is no longer published, the deadline for applications has passed, but recruitment is ongoing.

Archived: When the recruitment is complete, the advert needs to be archived. You will receive an automatic reminder to give feedback to all candidates.



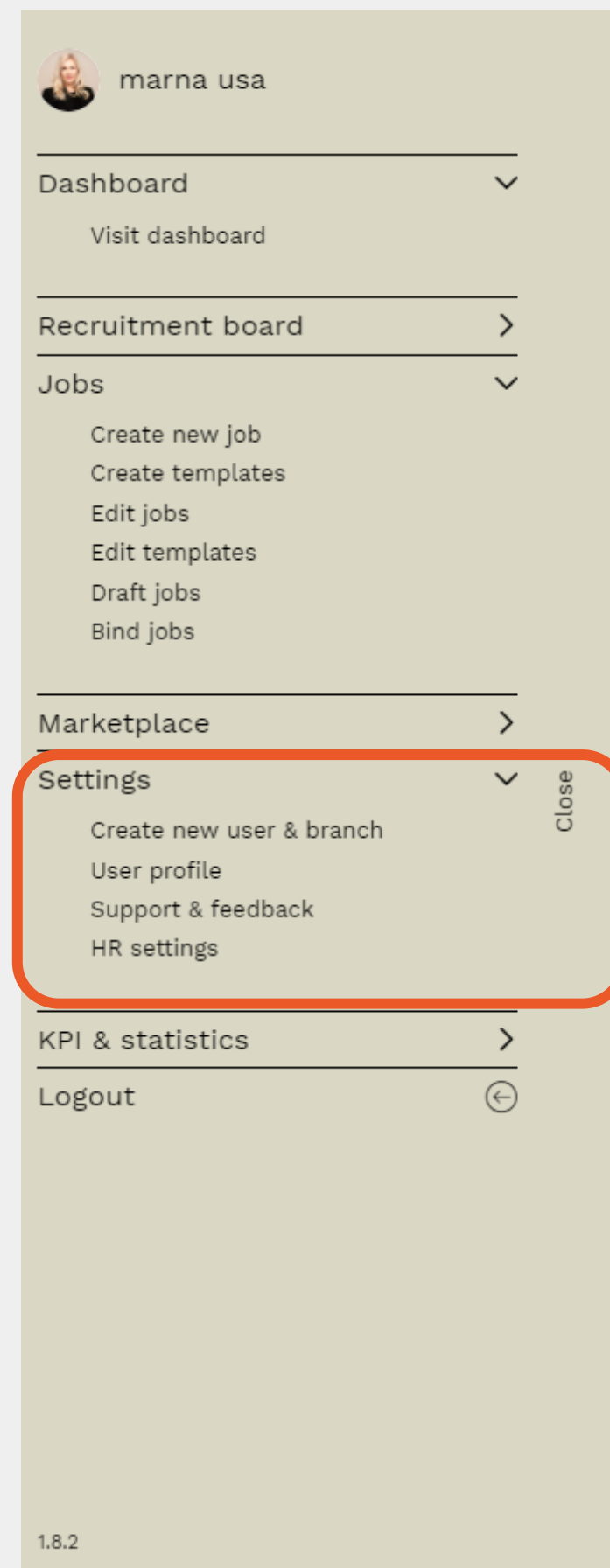
You can still retrieve archived jobs afterwards by using the filtering function.

In the board, you can filter the adverts you want to include in the recruitment board by clicking "Sort By".



COMPANY INFORMATION

Menu -> Settings -> HR settings -> Company Information



A screenshot of the 'Edit company information' form. The form fields are: Company name (higherusa demo), Company logotype (Higher logo), Company address (test), Organization number (12), Vat number (123), Country (USA), City (New York), Zip code (1234), Show interest Reminder Time Frame (dropdown), Social media links (Facebook, Instagram, LinkedIn), Company website link (https://higher.nu/), Website URL (https://higher.nu/), URL label (Higher.nu), and Primary color (#eb5929). A 'Save' button is at the bottom right. A tooltip points to the 'Company website link' field with the text: 'This is optional field, default name is „Company website“'.

In the field *Company Information* you can edit company information, logotype & primary color.

You can choose to set a time frame for a reminder to candidates in express interest.

You can insert links for the company's social media accounts like Facebook, Instagram, LinkedIn & your company's website so candidates can access them from your career page.

CREATE A CAREER PAGE

Menu -> Settings -> HR settings ->

←

Career page link

usa.uhigher.com

Click the field to copy link

Edit career page

Home

Intro text

Why work with us

Express interest

Publish

➔ **Link to career page** -> Important to connect to your homepage.

➔ **Home:** Insert a picture or video to the career page.

➔ **Intro text:** Encourage candidates to apply for available jobs or send an open application.

➔ **Why work with us:** Gives you a great opportunity to promote yourself as an employer.

➔ You can activate “**Express interest**” so candidates can submit an open application to your company if there are no suitable available jobs at the moment. This way you can create a candidate bank for the future.

➔ When you are ready to publish your career page, mark your selected modules orange and press “**publish**” to go live.

OPEN APPLICATIONS – EXPRESS INTEREST

Menu -> Settings -> HR Settings -> Career page -> Express interest

The screenshot displays the 'Express interest' configuration page in the Higher system. It is divided into three main sections, each with a toggle switch on the right:

- Skills:** Features a 'Medium' difficulty level, a 'Max number of answers candidate can select' dropdown set to '1', and a list of questions. One question is 'Are you fluent in English and Swedish?' with four radio button options: 'Yes, both', 'No, but fluent in english', 'no, but fluent in Swedish', and 'Can not speak neither english or arabic'. Each option has a progress indicator. Below the list are 'Add question' and 'From library' buttons.
- Personality test:** Shows a 'Choose language' dropdown set to 'English'. Below it is a description of the 'Personality Test from Psykometrika AB' and a list of two factors: 'Work motivation - how committed you are to your work and want to perform' and 'Self-confidence - to trust their ability and dare to take initiative'.
- Video questions:** Includes an 'Intro message' field with the text 'Congratulations!' (16 / 100 characters). Below is a larger text area with a congratulatory message (309 / 500 characters). At the bottom, there are three buttons for 'Add video': 'Record', 'Upload file', and 'From library'. A 'Question 1' field and an 'Add question' button are also visible.



Choose the modules you wish to include, and if you want the candidate to attach their LinkedIn profile.



You can ask up to 40 skills questions. You can reuse questions from job templates, they can be found in the library.



Personality test.



Video questions.

Don't forget to use tags on answer options so you can filter the candidates. Press **Save** and **publish** to activate the open application to your career site.

Higher



MARNA ALM

marna.alm@higher.nu

+ 46 70 770 02 53

Support: +46 8 23 31 00

support@higher.nu

www.higher.nu



MATTIAS DAHDOUH

mattias.dahdouh@higher.nu

+ 46 72 058 45 84

Support: +46 8 23 31 00

support@higher.nu

www.higher.nu



CHECKLIST:

- ✓ Apply for direct transfer to public Employment Service if available.
- ✓ Log in to the tool
- ✓ Create and publish your first job ad
- ✓ Create job templates
- ✓ Create branches and add new users
- ✓ Connect your career page to your website
- ✓ Customize the recruitment board to your unique recruitment process!
- ✓ Design career page & activate Express interest/open applications
- ✓ Insert social media links & company website
- ✓ Select a reminder time for open applications
- ✓ Don't forget to print out & use your QR code to attract even more candidates!

